

DAWSON'S CREEK • VH1'S BEHIND THE MUSIC

# MAD<sup>IND</sup>

WE'RE ALREADY SICK OF  
**WHO WANTS**  
**TO BE A**  
**MILLIONAIRE**  
AND THAT'S OUR FINAL ANSWER!



THIS NOTE IS LEGAL TENDER  
IF YOU CAN FIND SOME IDIOT TO TAKE IT

Max Koen  
President of the United Schmucks

SERIES  
2000

NEUMAN

UNITED STATES

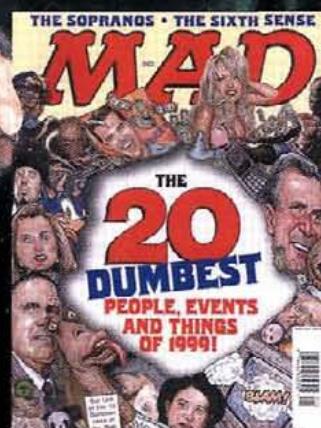
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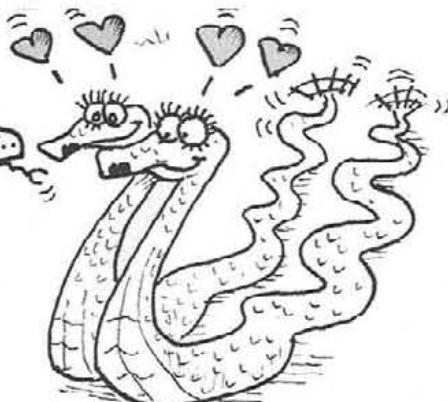
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5DAK2

19



MAD

## Editor's Note

As you probably already know, America Online has purchased the parent company of MAD Magazine, Time Warner. In the future it will be known as AOL Time Warner. The question arises: Will MAD continue to be hard on AOL, poking fun at every phase of its operation, as it has since AOL came into being?

The answer, of course, is a definite YES! We, the editors of MAD, are a fearless lot, and nothing here has, or will, change!

Of course, it will be harder to poke fun at AOL, given their dramatic improvement in service. We're not sure if that is due to the millions they have spent (wisely) in buying brand new state-of-the-art equipment. Or perhaps it is AOL's outstanding leadership, starting with its brilliant founder, Stephen Case (Or as we prefer to call him, our buddy, Steve.)

No, our sights will not be lowered, our guns will not be unloaded! We will still target online services, especially those REAL crappy ones like Prodigy and Juno. You know what we mean: the online services that REALLY suck. The ones that could take a lesson from the leader in online services, AOL!

Fearlessly yours, The Editors

VEY TO GO  
BY P.C. VEY



"IT'S OK, GO AHEAD, WE ONLY USE THE EXPLODING CANDLES ON YOUR BROTHER."

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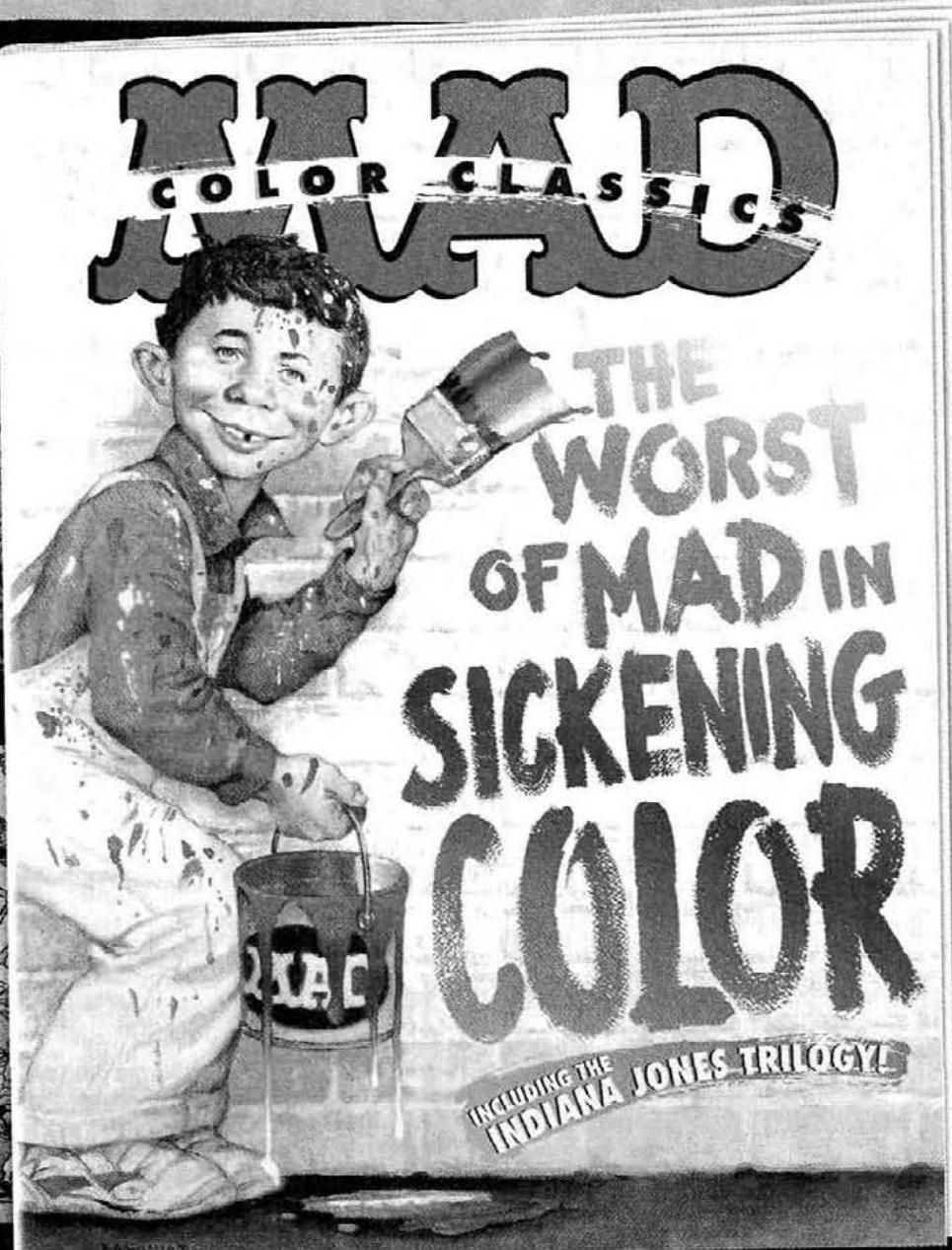
# CLASSIC MAD ARTICLES In Full Color For The First Time Ever!

JUST LOOK AT  
THE AMAZING  
DIFFERENCE!

BEFORE COLOR...



AFTER COLOR...



**HA! TO SEE IT  
IN COLOR YOU HAVE TO  
BUY MAD COLOR CLASSICS!  
ON SALE NOW!**

# MAD



1904  
Ted Head Cheese  
Invents Head Cheese

1215  
Nostradamus  
Predicts Millions  
Will Be Ripped  
Off By The  
Psychic Friends  
Hotline

THIS MONTH IN HISTORY						
APRIL						
SUN	MON	TUES	WED	THURS	FRI	SAT
1						
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

1993  
Bill Clinton  
Introduces First All-  
You-Can-Eat  
Dessert Bar At  
White House State  
Dinner

1947  
Spaceship  
Carrying Actor  
James Woods  
Crashes To Earth

1942  
Joe Calamia  
Becomes First NYC  
Cabbie To Give A  
Nun The Finger

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Various Places  
by Sergio Aragones

"All lawyers are cut from  
the same cloth — fleece!"

FRONT COVER ARTIST: C.F. PAYNE

BACK COVER ARTIST: SCOTT BRICHER

BACK COVER WRITER: DARREN JOHNSON





## DATE MAIL

On the very first page of issue #389, under the Mad logo, the date reads "January 1900." Is this a result of the dreaded Y2K bug, or did you just slip that in so schmucks like me would write letters like this about how goofy you are?

Jack Hornsby, Mandeville, LA

**Jackie** — We wish we were that clever. In truth, our entire Y2K compliance program was run by none other than that bumbling idiot Godfrey. We thought we had stopped the presses in time, but it's clear that you got one of the copies with 1900 in it. We contacted famed logographer and misprint expert Hans Brickface of Han's Bric-A-Brac & Boo-Boos and asked him to assess what such an issue would fetch at auction. A startled and delighted Brickface said he wouldn't sell that issue at auction for under \$3,000. It looks like the new millennium is getting off to a Y2k start for you! Thanks for writing! —Ed.

## STOMP THE INSANITY

Re: Issue #388's "MAD Looks at What's on the Back of your Ticket" Riverdance stub. Obviously there are no Irish step dancers on your staff! Anyone knows that "Lord of the Dance" is "Stompy Stomp Stompa" and "Riverdance" is "Tikaty Tikki Tikki." You are getting the shows mixed up!

Steve Turner, Portland, OR

**Steferino** — Au contraire, it is YOU who have mis-stepped with your missive! It just so happens that MAD's own Duck Edwing (Formerly Ireland's favorite son Duck O'Edwing, before coming to America and changing his name for professional reasons) was the original Lord of the Dance. Duck assures us that "Stompy Stomp Stompa" is the correct sound effect for *Lord of the Dance*. Had it been "Klippity Klippity Klop," we would have been referencing the special All-Equestrian *Lord of the Dance* production, currently on tour in the former Soviet Union. Tikity Tikki Ta Ta! —Ed.



## LIVE AND LET DIORAMA

We at MAD love getting mail, cause we never know what little gem of a surprise will be in the package. For example, just the other day, the postman delivered a package from Mike "Sport" Murphy from Ronkonkoma, NY. After being swept by the MAD bomb squad (routine procedure), we opened it up to discover a delightful diorama which we now giddily present here. Nice job, Sport!



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Please Address Correspondence  
To: MAD, Dept. 399, 1700  
Broadway, New York, New York  
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submissions. Manuscripts will not  
be returned or acknowledged,  
however, unless they are accom-  
panied by a self-addressed,  
stamped envelope! MAD doesn't  
read faxed submissions!

## SHOOTING HIS MOUTH OFF

In MAD #389's "The 20 Dumbest People, Events and Things of 1999" you lash out in #16 at "Random Acts of Senseless Violence." I see why one would think this is dumb, and I agree. It was the second half that bothered me where you wrote "And as long as the NRA has Congress in its pocket, nut jobs will have easy access to guns and the body count will rise." How could you possibly blame these acts of violence on the NRA? The NRA's sole purpose is to preserve the values of our founding fathers who wrote the Constitution. Congress has nothing to do with it. Do you think making anti-gun laws will prevent psychopaths from going nuts and killing people? Did the already present law, which required gun owners to restrict access of their guns from their children stop those children from firing upon their peers in Littleton on April 20th? The answer to both questions is no! I know you won't print this on your letters page, because it criticizes your magazine.

Thomas Morris IV, Thorofare, NJ

**Tommy-Boy** — It's rare that a single letter can make us do a 180° turn on our long-held core beliefs. But such is the case with your missive. We now have to announce that we have become 100% pro guns. It was somewhere halfway through your insipid diatribe that we wished with every bone in our body that we in fact owned a gun and could load it, put it to our heads and pull the trigger, thus ending our misery once and for all, as we curl up in the eternal bliss that is the sweet, sweet darkness of death. Oh lordy, come save us now from this insufferable bore! Oh, wait! We have a better idea, why don't you go and shoot yourself — that's a fine and dandy idea! Thanks for writing! —Ed.

## ABSENTEE EXCUSE NOTES

In MAD #388's "Absentee Excuse Notes Through History" I noticed the daughter of Jean-Paul Sartre is wearing a Fieldston badge. I go to Fieldston and I am glad you have included our humble school in your magazine. Did his daughter go to Fieldston? If not, why did you put it in?

James deBoer, New York, NY

**Jamie** — The reason artist Mort Drucker put the Fieldston badge in the picture is because his granddaughter Katie Bachner is an outstanding, straight-A student at that fine institution. As for whether or not Sartre's daughter went there, we have no clue. We suggest you try the alumni office! —Ed. Class of '86

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MAD #393  
ON SALE APRIL 18!

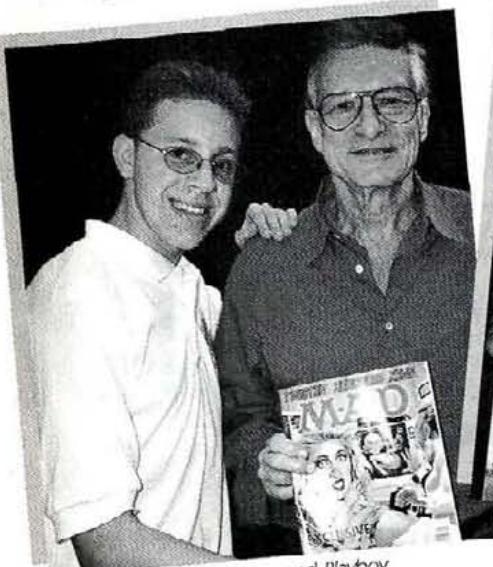
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help you there!



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## MAD CELEBRITY SNAPS

What kind of reader gets a free subscription to MAD? One who sends in a picture of himself with legendary pajama-clad Playboy publisher Hugh Hefner, mainly, Ari Greenberg of Los Angeles, CA, who will receive a three-year subscription! Speaking of Playboy, another quasi-Celebrity Snap from Jim Jeffers of Jacksonville, FL (he'll receive a one-year subscription) features alleged Playboy Girl of Summer Christina Kennedy. We're happy to reprint it for our young male readers' enjoyment!



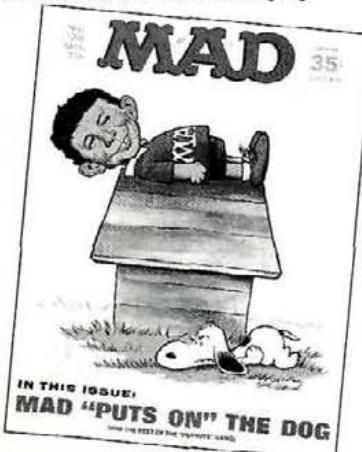
Ari Greenberg and Playboy publisher Hugh Hefner



Alleged Playboy Girl of Summer Christina Kennedy

## WORKING FOR PEANUTS

In the January 2nd issue of People magazine, various cartoonists were asked to bid farewell to Peanuts creator and writer Charles Schulz on his retirement. Since they didn't ask us to contribute, we had to do it on the pages of our magazine. So we reprint this Jack Rickard illustrated cover from MAD #138 and send best wishes to Charles Schulz and the entire Peanuts gang!



## THE CAT GOES "BARF"

I have an unusual problem that only you guys can fix. I have seven cats, one of whom has a frequent upset stomach. While he had the good taste to be standing over the January 2000 issue (#389), he simultaneously had the bad taste to throw up on the page with #7 and #8 of the MAD "20 Dumbest People, Events, and Things of 1999." How's chances of you guys sending me another copy of that issue?

Sue Cunningham, Waynesville, NC

**Suzy-Q — How's chances? How's chances of you getting a free issue? Your chances of getting a free issue are just slightly better than a kitten's chances of survival after being sat on by that fat chick from *The Practice*, Camryn Manthighs! But they are significantly better than geek-faced Steve Forbes chances of being elected President! You follow? —Ed.**



# MAD

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## Contributing Artists

### And Writers

the usual gang of idiots

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## TEEN EYED MONSTER DEPT.

I'm Dudson Leering! Many TV viewers know me as the hottest teen star on the WB network! Others call me that schmuck in the rowboat! In my case, WB stands for "Without Brains"! Okay, here's my story: I'm a sensitive, troubled teen on TV! Wow! THERE'S a new concept!

This show is in its third season and getting very tired! But next season should be exciting! They're finally going to air the viewers' most requested episode: "Dudson Tips Over"!

Anyway, gang, welcome to my creek! Welcome to my series! Come meet my equally disturbed buddies...

I DON'T  
WANNA WAIT...

I'm Jody Plotter! Dudson and I have been sleeping in the same bed since we were small children! When we were finally mature enough to do something more interesting than just sleep, Dudson fell in love with film and Steven Spielberg! I think the only way he'll do me now is if I'm dressed as E.T.!



WELCOME  
TO  
CLAPSIDE  
ANIST  
CAPITOL OF  
MASSACHUSETTS



UP  
THE  
CREEK



You work  
for  
the  
WB?

Guilty as  
charged!

Then  
tell me,  
what's  
this  
series  
about?

It's the poignant  
story of four  
teenagers striving  
for self-awareness  
in a rapidly  
changing world!

C'mon! What's  
it *really*  
about?

Okay! It's  
*thirtysomething*  
with zits!

Come quick! There's something  
puzzling on the other end  
of town! We've never seen  
anything like it before!

Really? What is it?  
It's a  
Latino!



# Dudson's GEEKS

I'm Pasty Wusser, Dudson's quirky best friend! I'm moody, I'm cynical, I'm part of the "dating challenged"! In this series about film and film students I fit right in! I'm about as exciting as a multiplex theater seat cup holder - but not as useful!

I'm Jem, the town tramp! I'm a bad girl from New York City who's done some serious partying! The bumper sticker on my car reads: "Been there, done him!"

This is a TV series that totally speaks to my generation!

Gee, I didn't realize that "Dumb and Blonde" was considered a generation!

In this series, everyone who matters is white!

Yeah, I've noticed! Although they did cast me in one of the episodes!

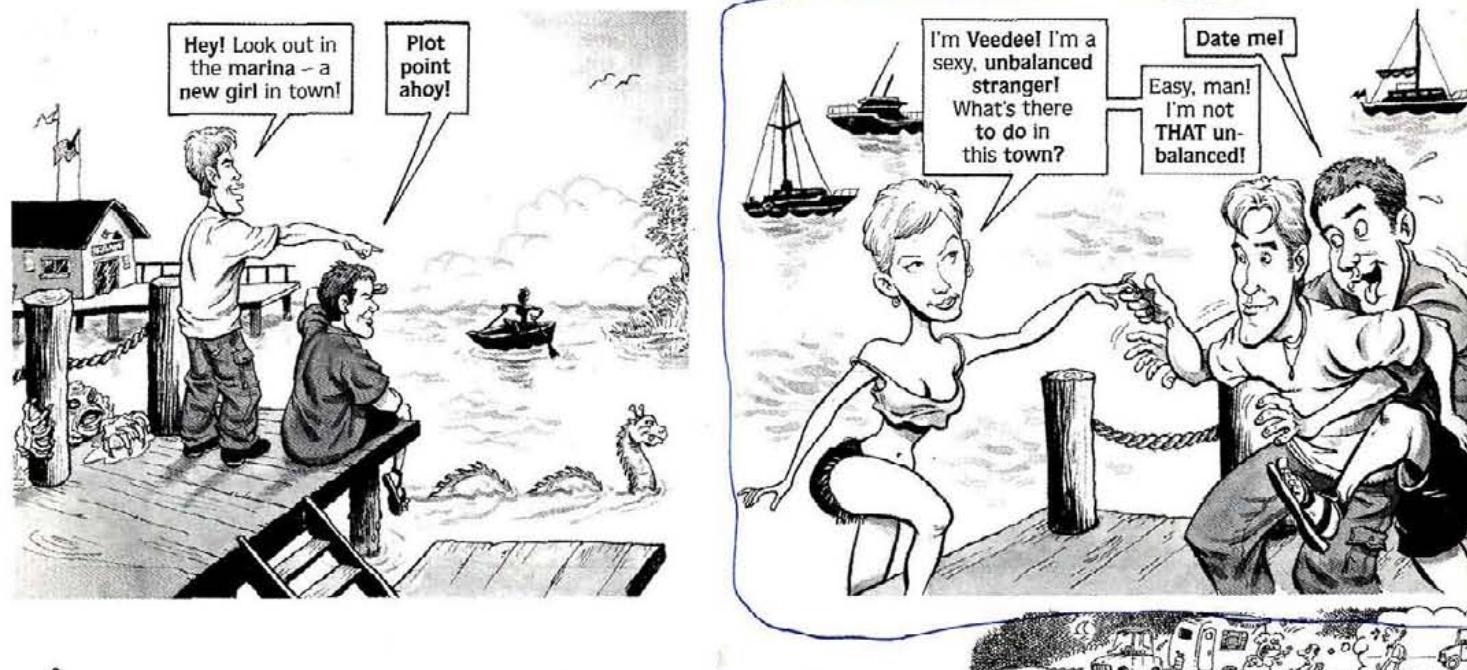
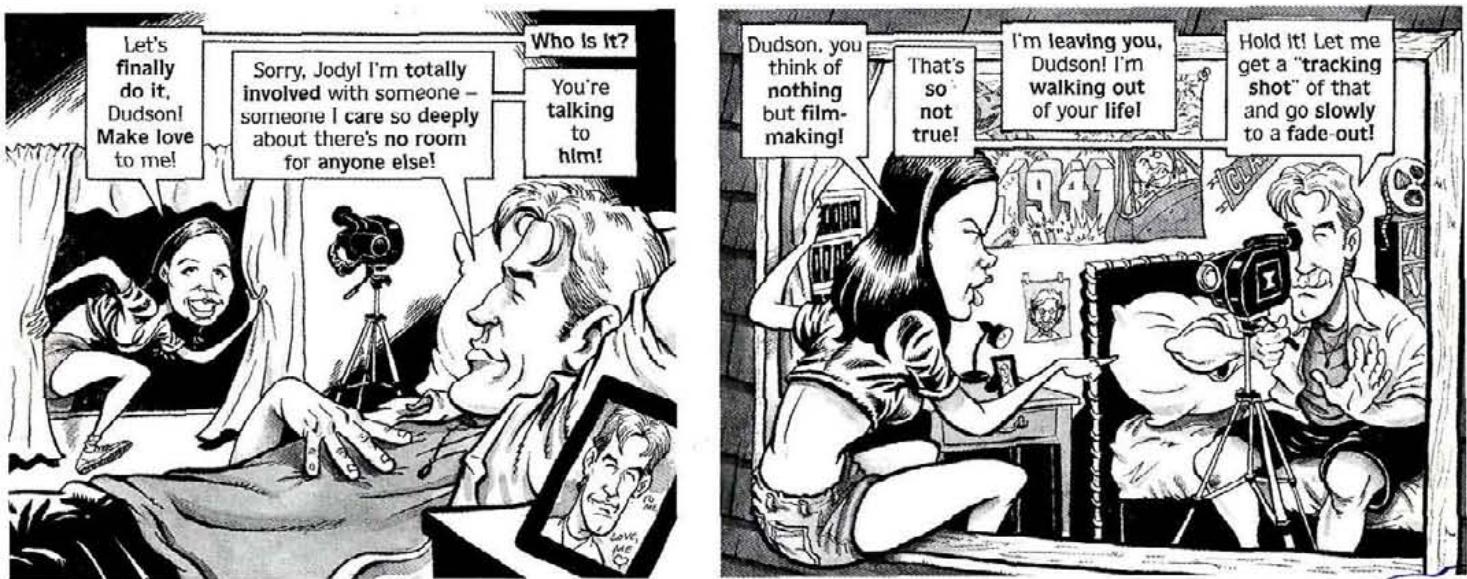
Hey, that's great! Not really! They had me involved in a "sail-by shooting"!

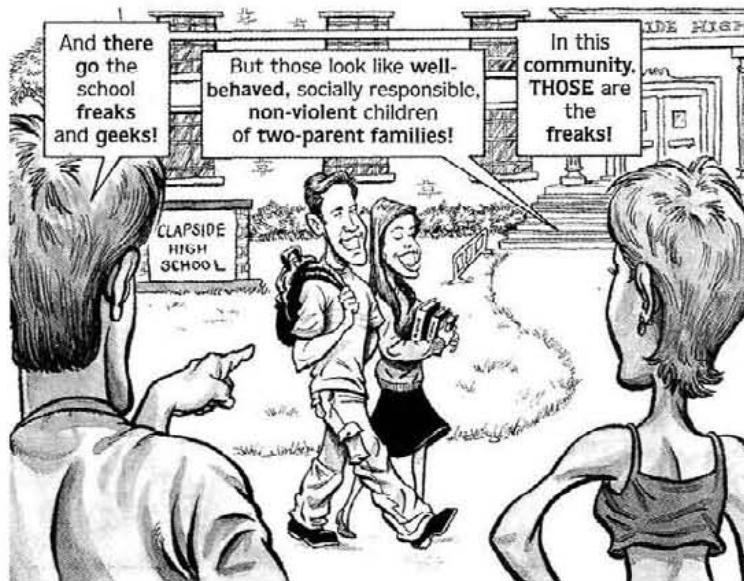
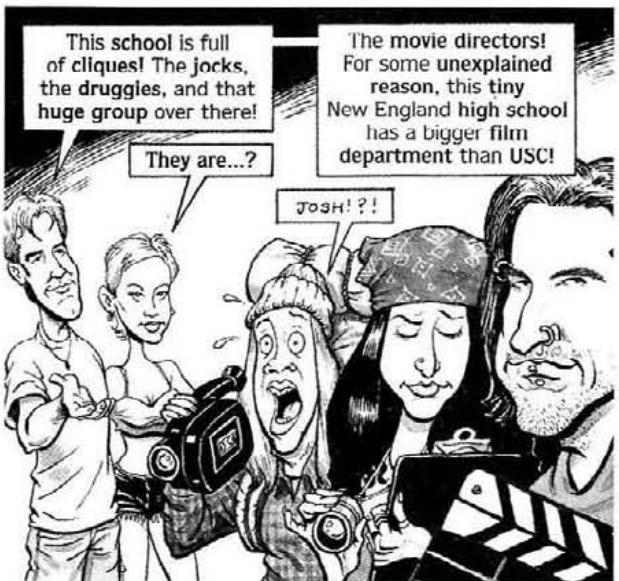
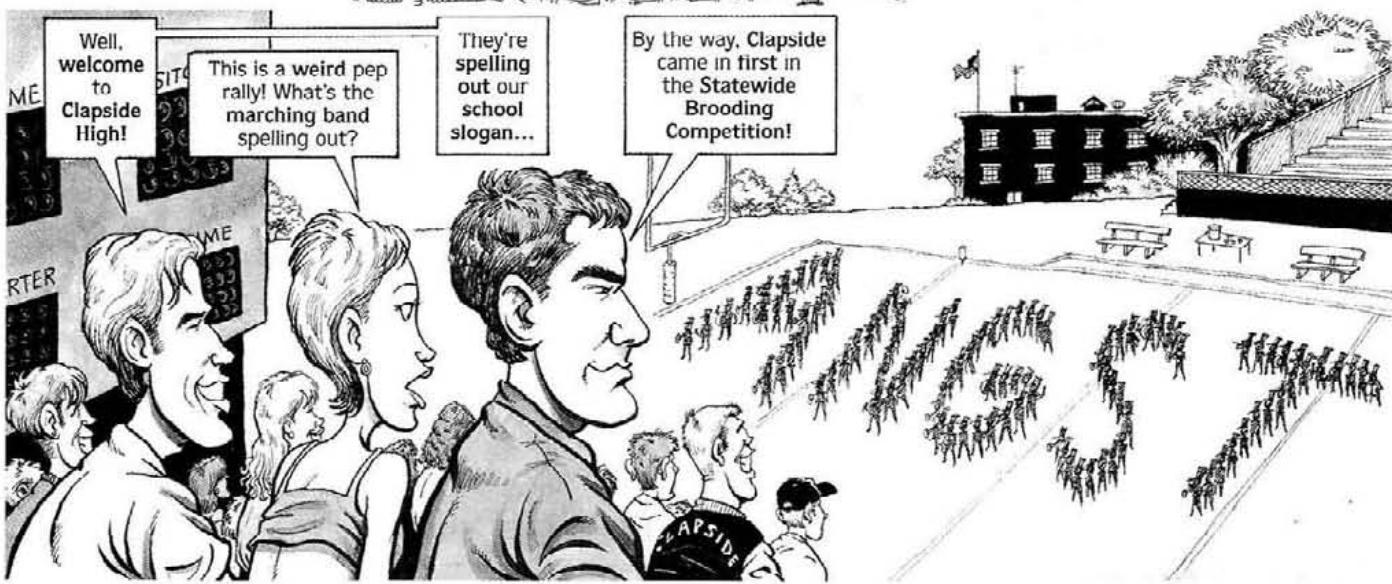
Are the characters in this series exciting?

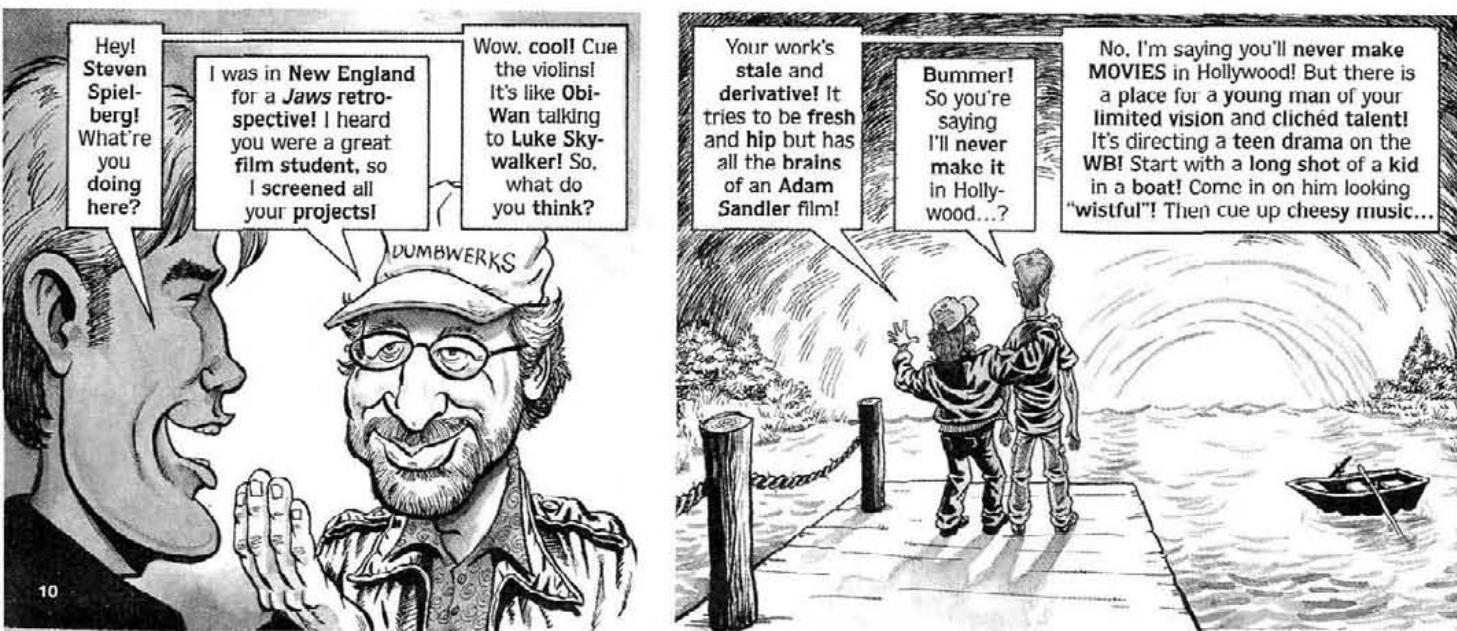
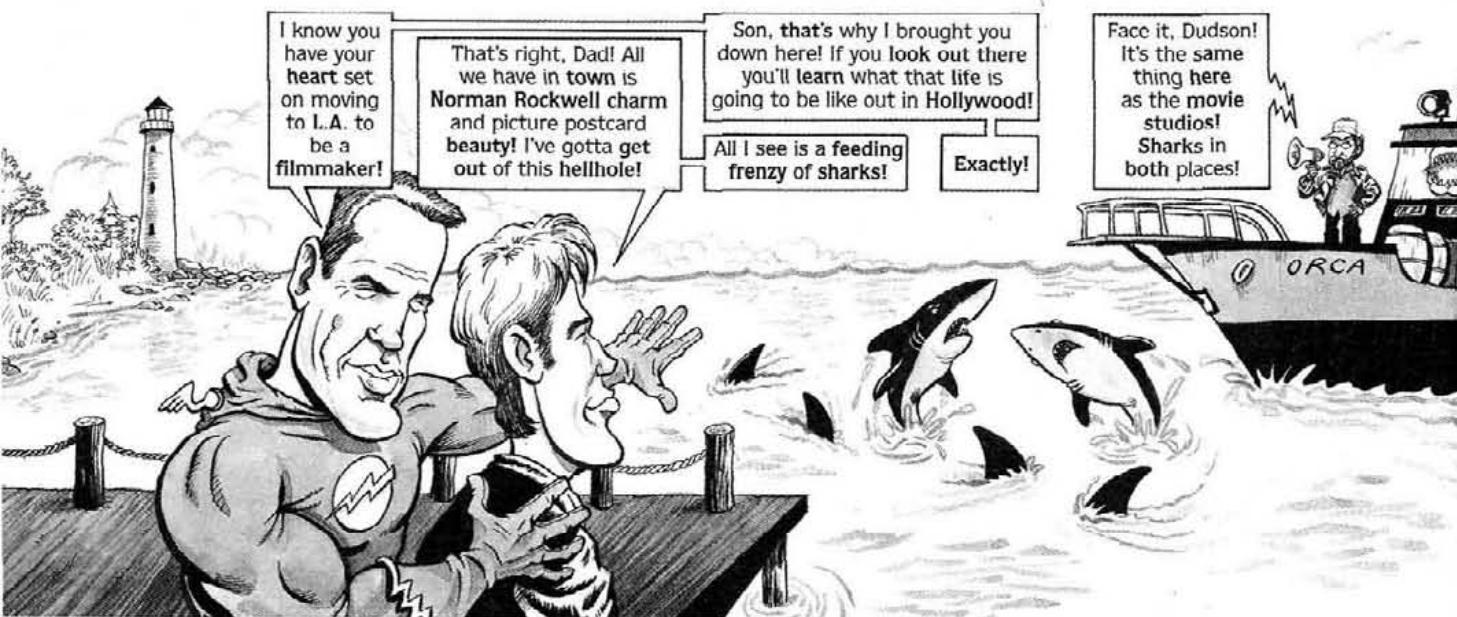
Let me put it this way: Democratic candidates Al Gore and Bill Bradley had a town hall meeting with the people of Clapside! They talked to the residents and listened to their problems!

What happened? This time Gore and Bradley fell asleep!





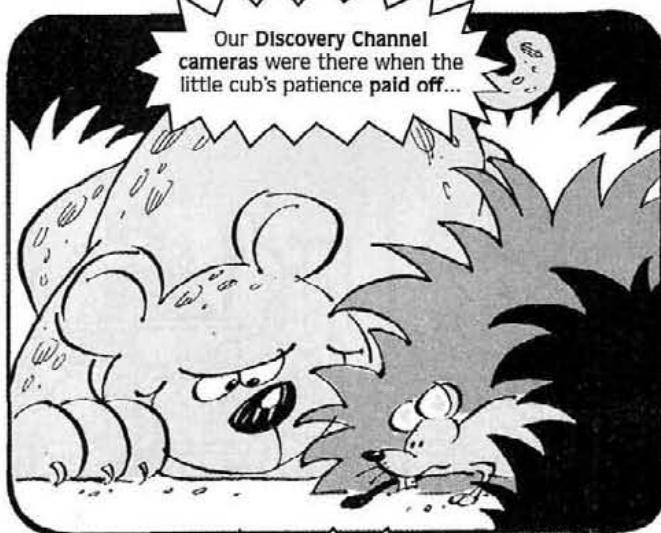




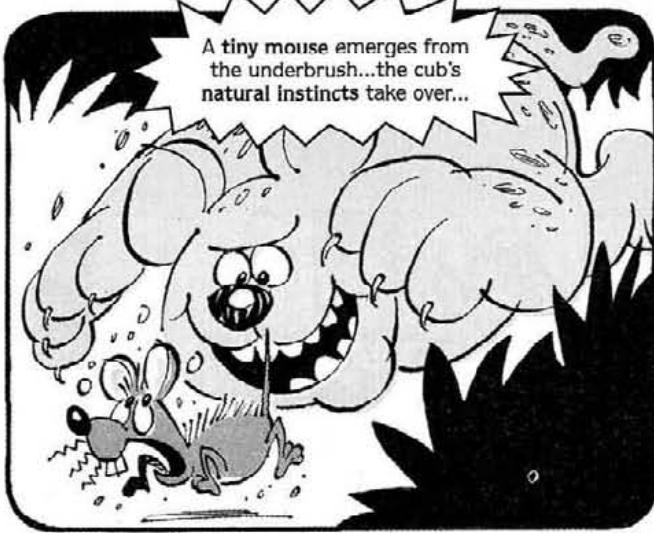


a MAD Peek  
Behind the Scenes  
at the

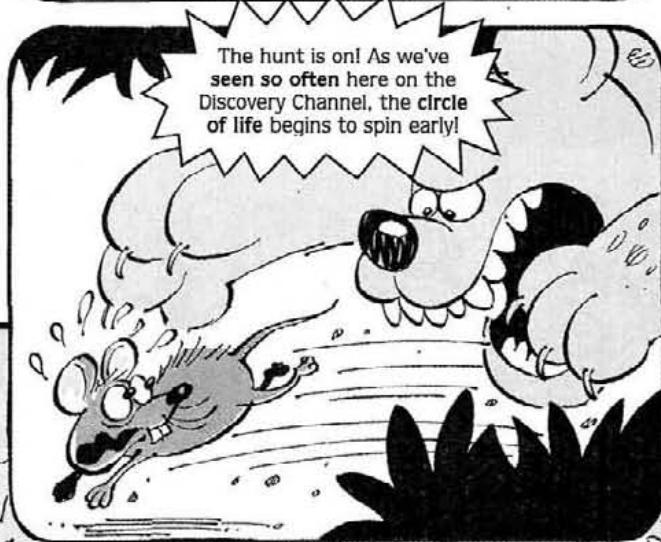
# DISCOVERY CHANNEL



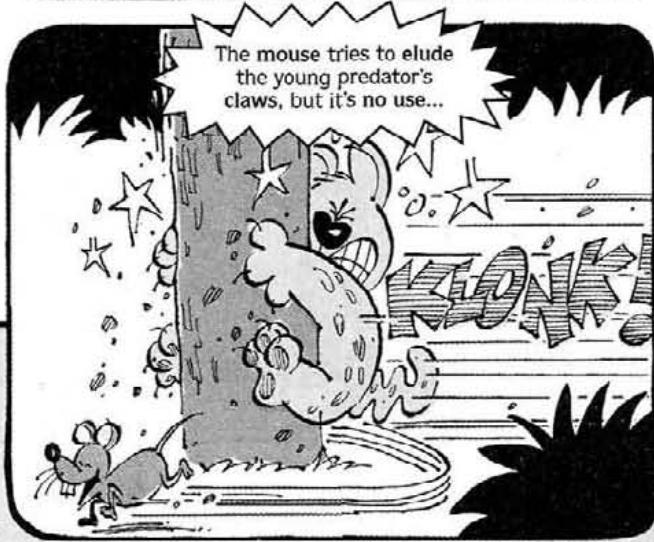
Our Discovery Channel cameras were there when the little cub's patience paid off...



A tiny mouse emerges from the underbrush...the cub's natural instincts take over...



The hunt is on! As we've seen so often here on the Discovery Channel, the circle of life begins to spin early!



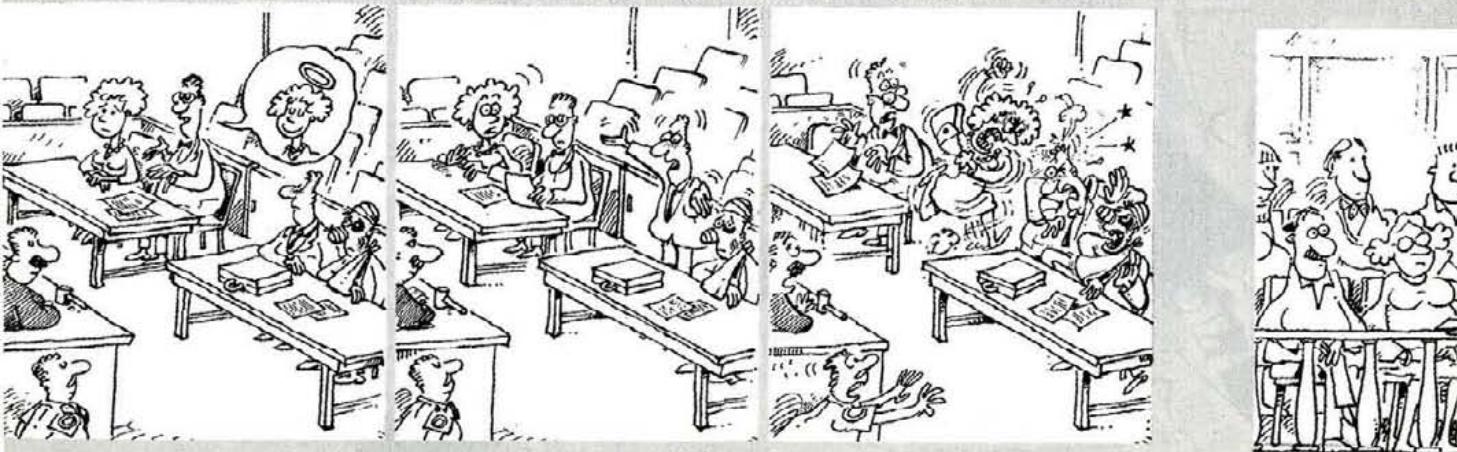
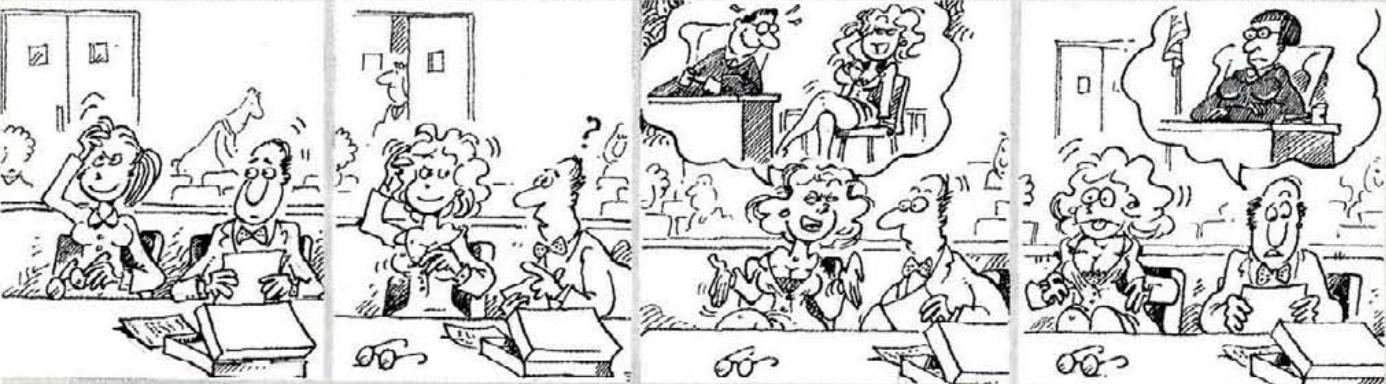
The mouse tries to elude the young predator's claws, but it's no use...



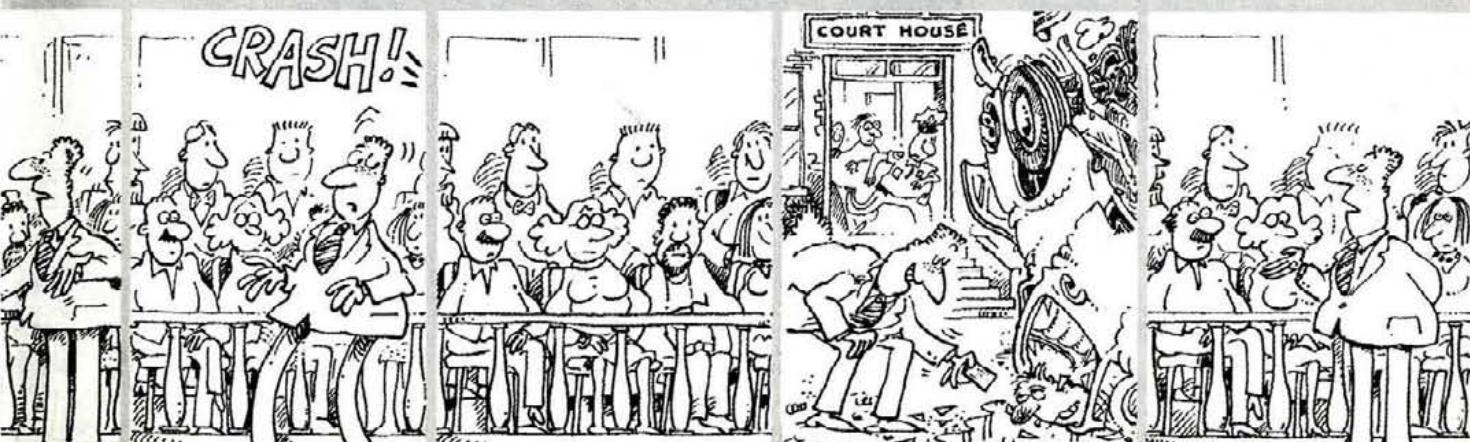
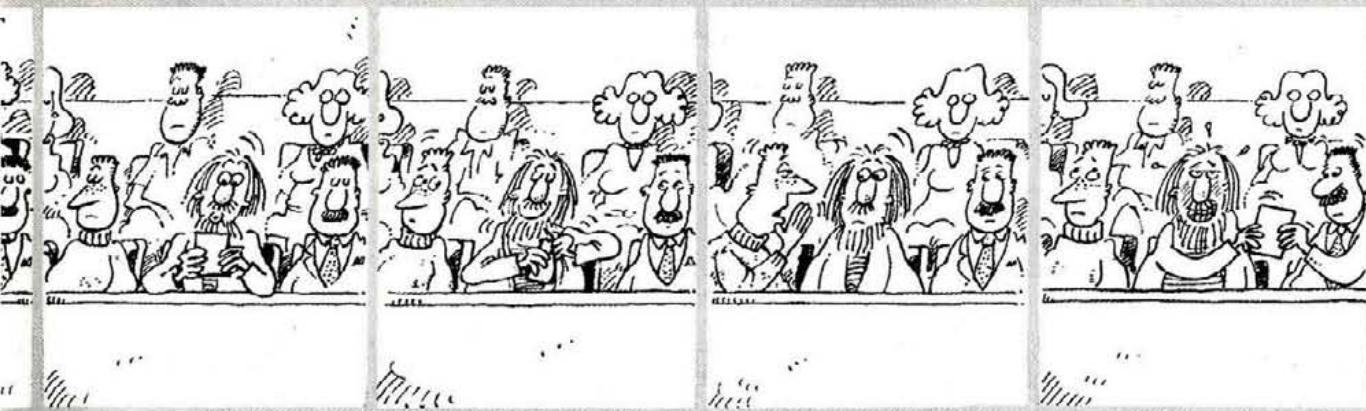
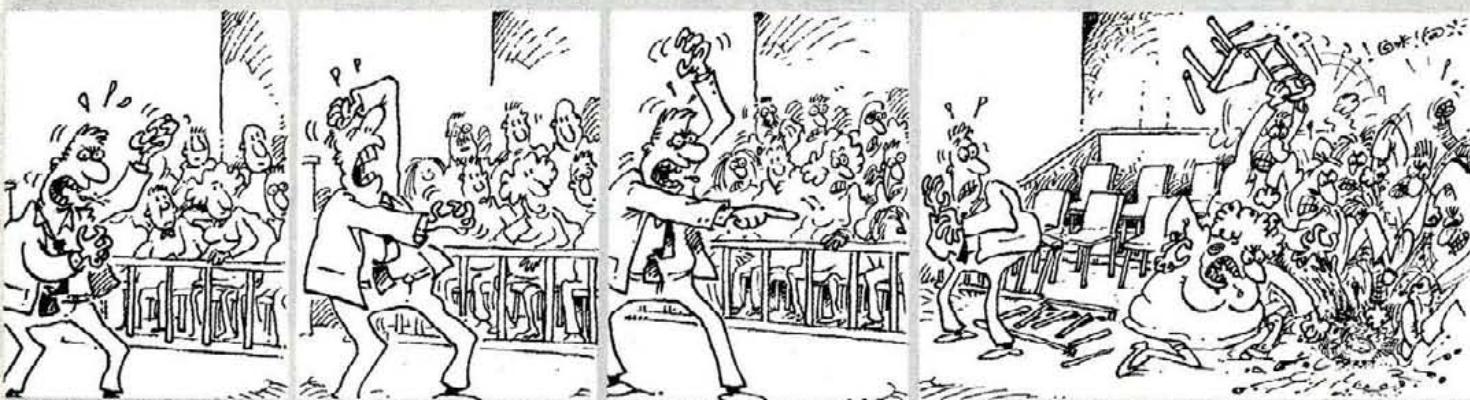
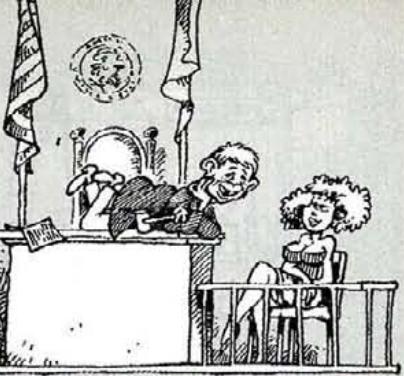


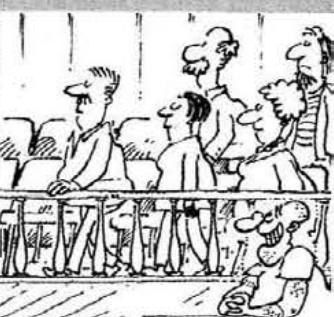
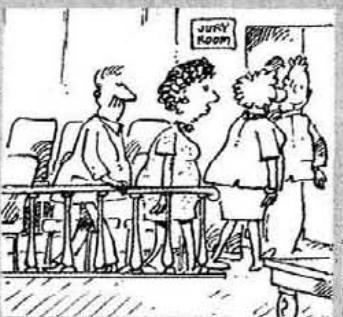
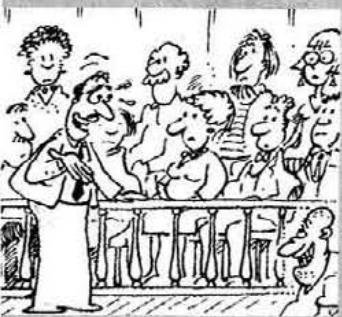
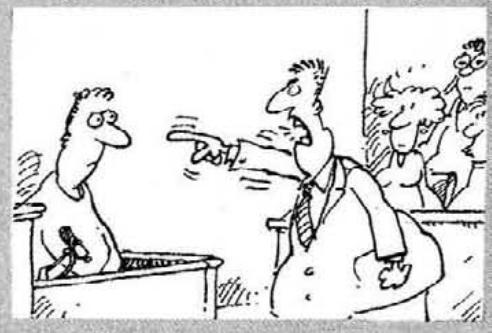
SERGE-IN GENERAL DEPT.

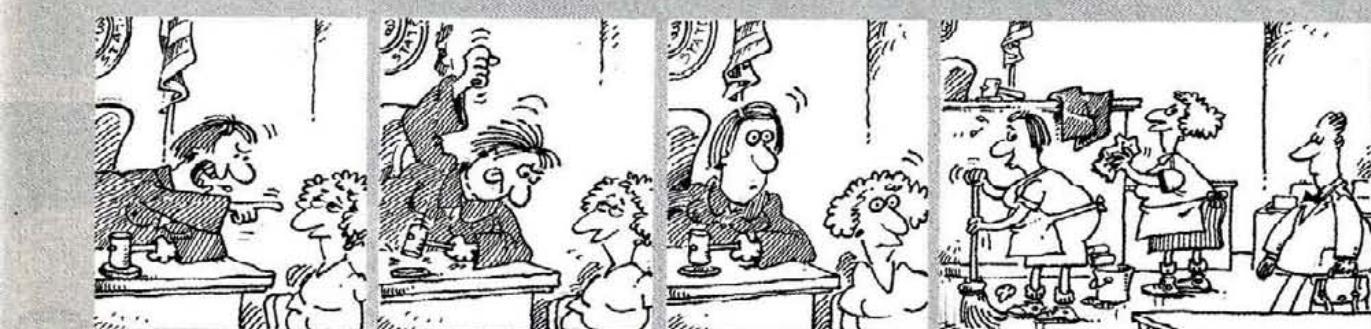
# A MAD LOOK AT



# THE COURTS





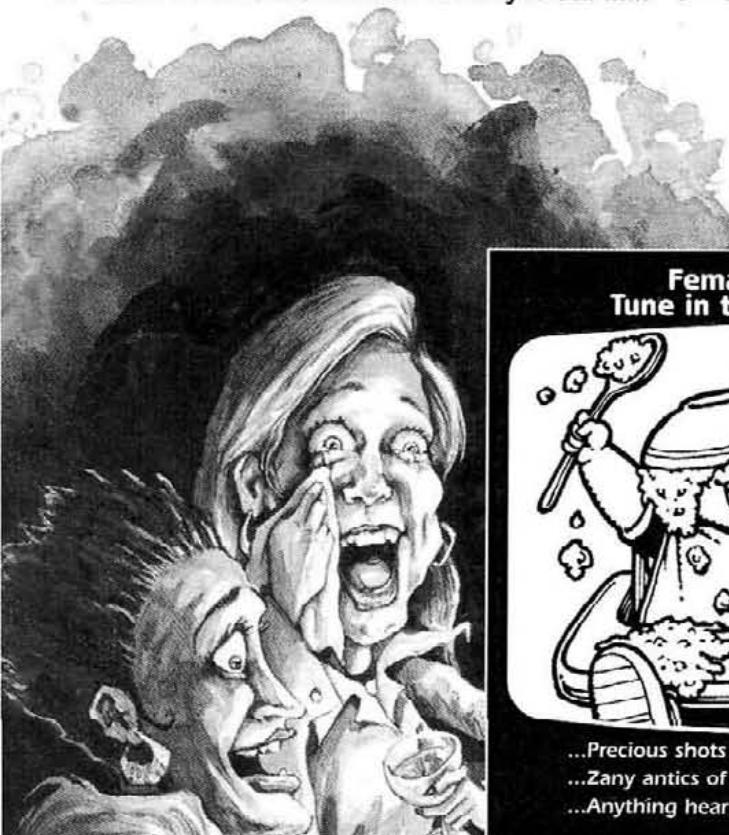




EMOTE CONTROL DEPT.

We have it on no less an authority than the author of *Men Are From Mars, Women Are From Venus* that the male and female of our species are so different, it's like they're from totally different planets! They act differently, they think differently and they even watch the same TV shows for different reasons. See for yourself in...

# The Logic Behind



## AMERICA'S FUNNIEST HOME VIDEOS

ARTISTS: RICK GEARY AND KEITH SEIDER

Females  
Tune in to See...



...Precious shots of kids being cute  
...Zany antics of household pets  
...Anything heartwarming

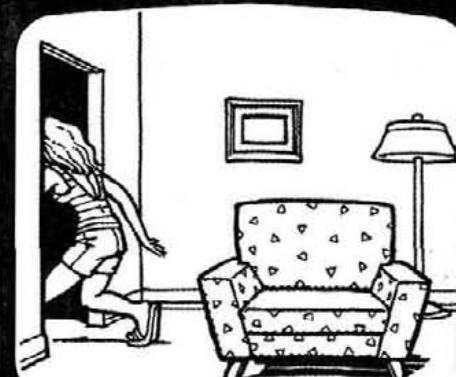
Males  
Tune in to See...



...The 10 to 15 clips per episode of guys  
getting it smack in the 'nads  
...Old people falling on their keister  
...Daisy Fuentes' cleavage

## COPS

Females  
Tune in to See...



...N/A (last actual female viewer:  
October '94)



# Men's And Women's TV Viewing Choices

WRITER: MIKE SNIDER



Females  
Tune in to See...

Males  
Tune in to See...



...Expert advice on collectibles  
...Interesting family stories  
...Fascinating antiques from  
around the world

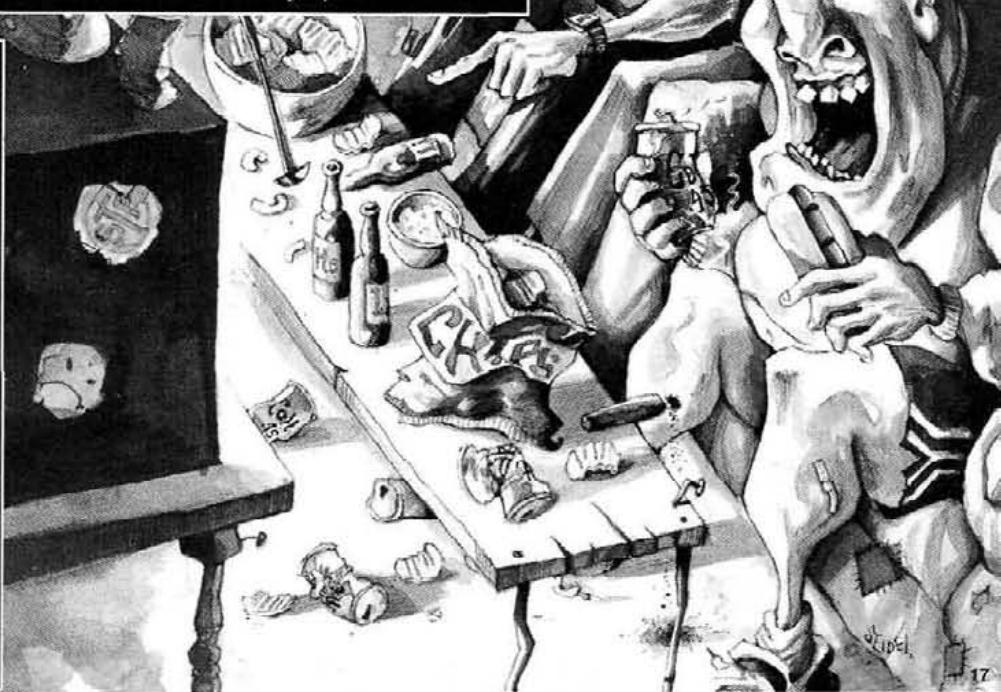
...The remote chance of learning the exact  
present-day value of those comic books  
their mother tossed out years ago  
...The pathetic look saps get on their face  
when they find out that their precious heirloom  
isn't worth diddy squat



Males  
Tune in to See...



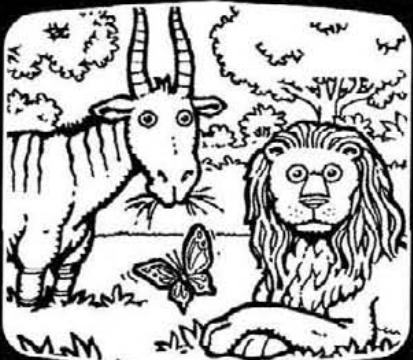
...Hookers with their yabbos & ta-tas  
hanging out  
...A good knock-down, drag-out  
marital dispute  
...100 mph drunk driving tips



# The Logic Behind Men's And Women's TV Viewing Choices

## WILDLIFE DOCUMENTARIES

Females  
Tune in to See...



...The unspoiled beauty of nature  
...Animals in their own habitat

Males  
Tune in to See...



...Animals boinking  
...Animals taking a dump  
...Animals ripping other animals to shreds and eating them alive

## LADIES Figure Skating

Females  
Tune in to See...



...Graceful skating  
...Elegant hairstyles  
...Professionally choreographed routines

Males  
Tune in to See...



...Revealing costume wedgies  
...Ass-bruising Ice falls  
...Another Nancy/Tonya-type dust-up

This Old House

Females  
Tune in to See...



...Home renovation ideas  
...How-to tips  
...Interior decorating advice

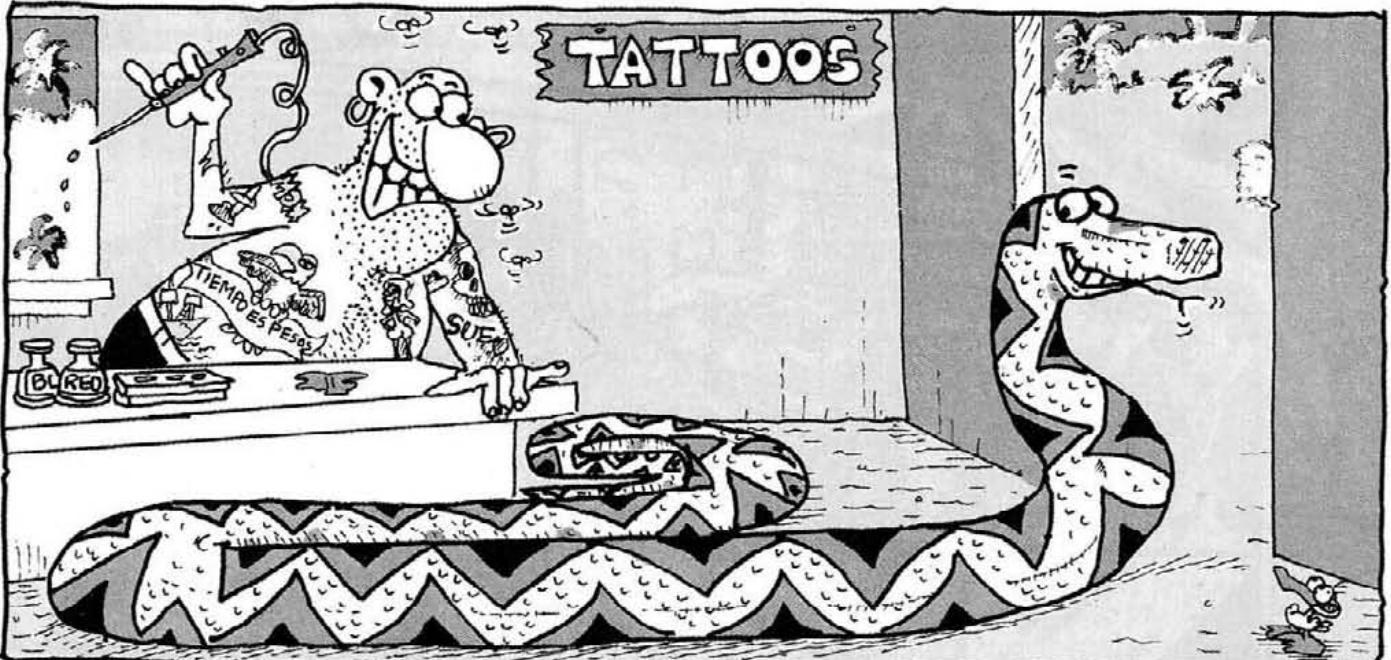
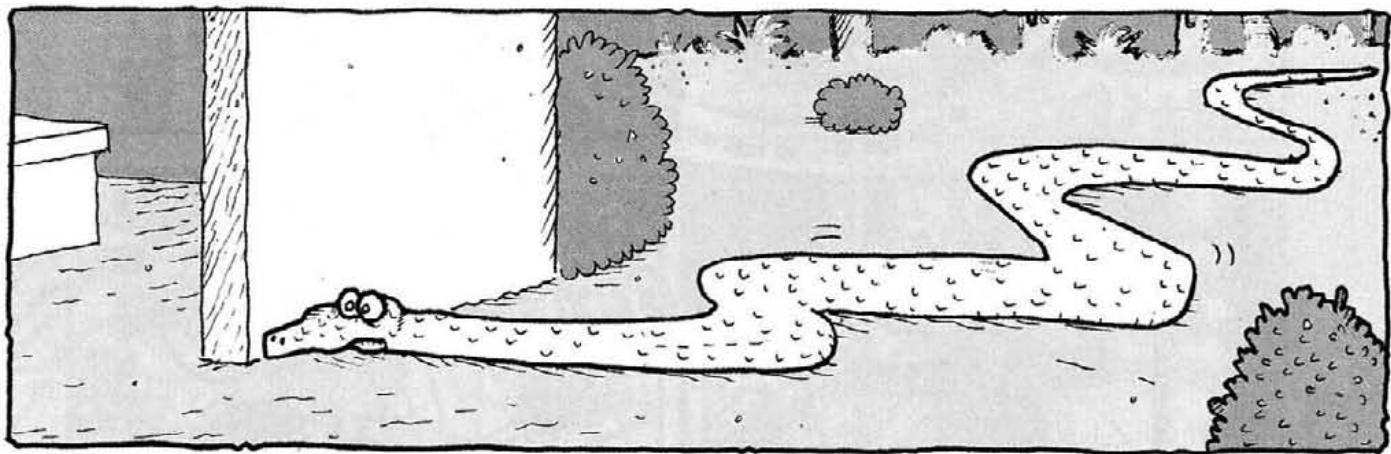
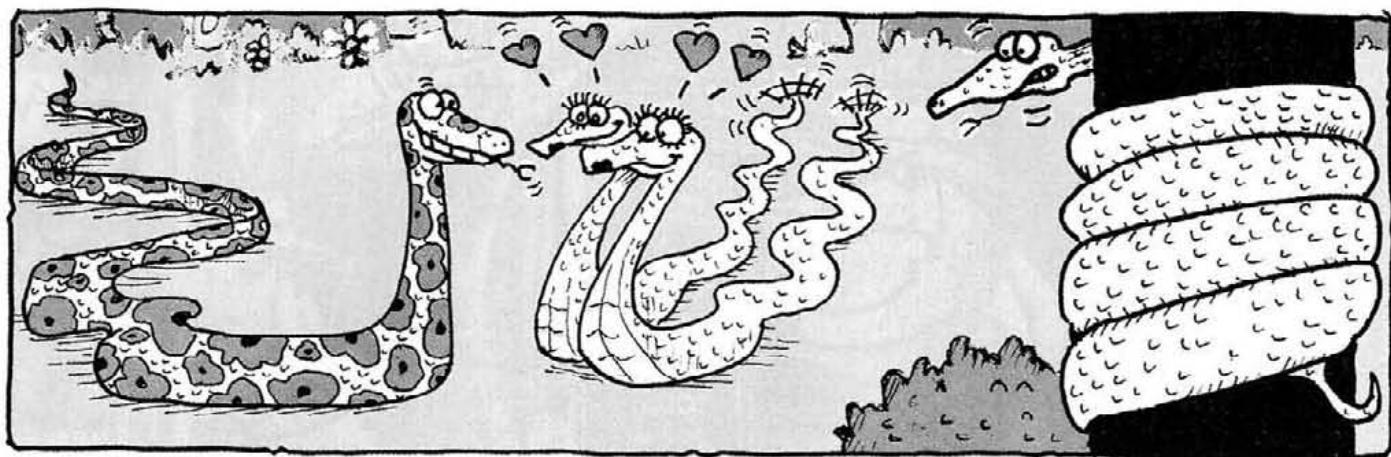
Males  
Tune in to See...

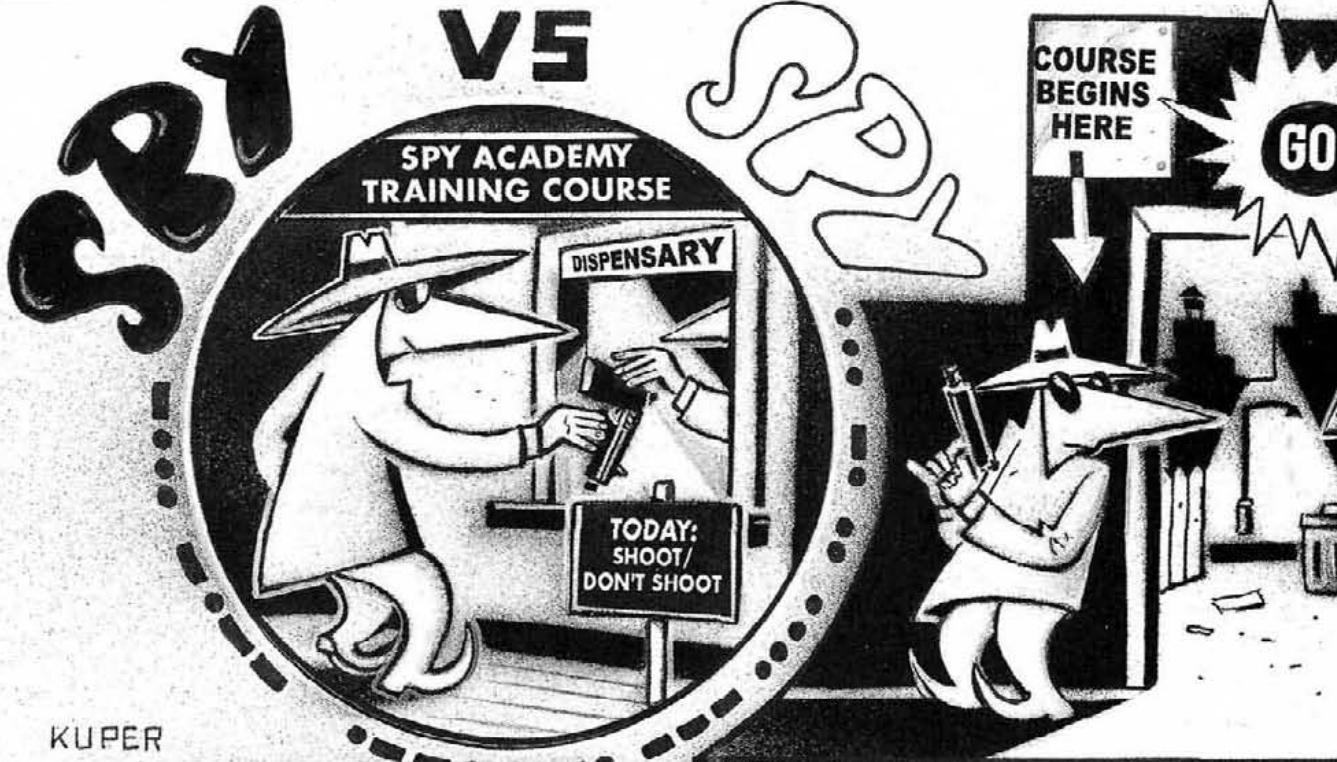


...Phony-baloney new projects  
they can use to stay out in  
the garage for days

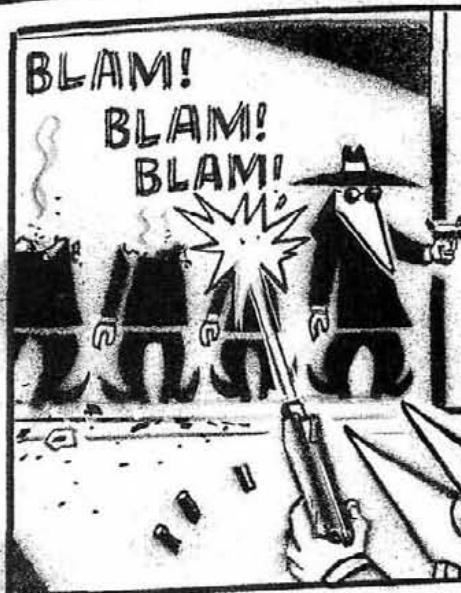
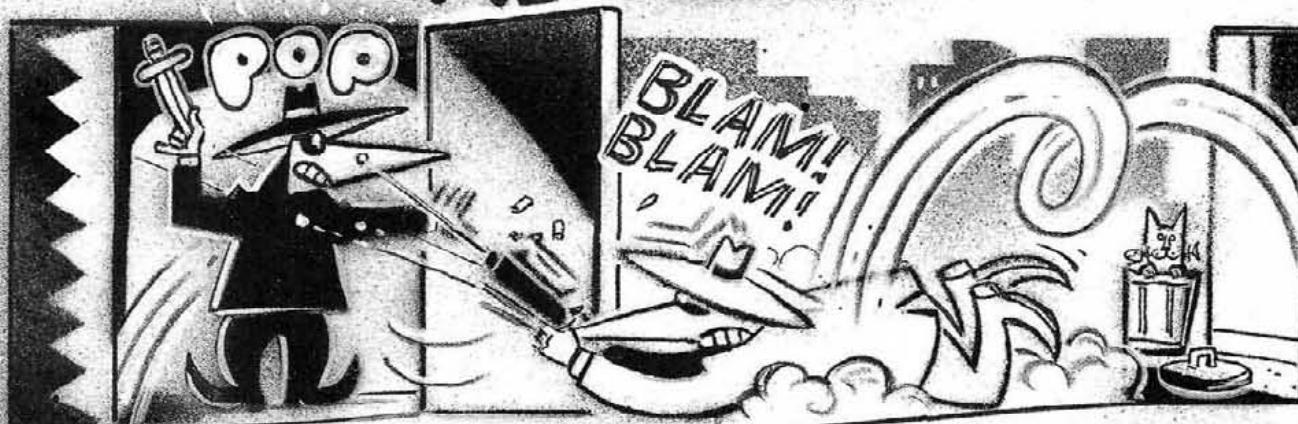
TALES FROM  
the DUCK SIDE

# SLITHERING HEIGHTS

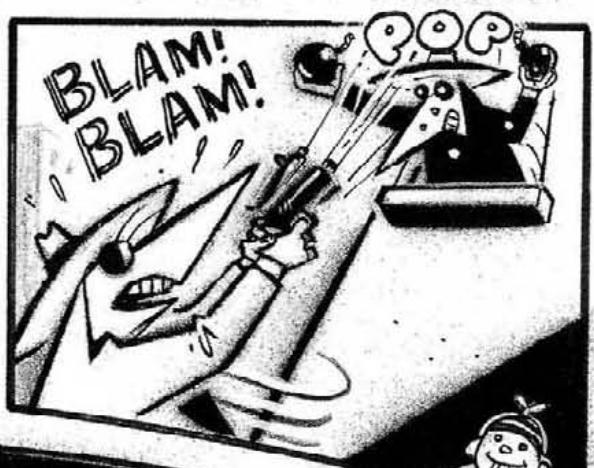




KUPER



ARTIST: PETER KUPER

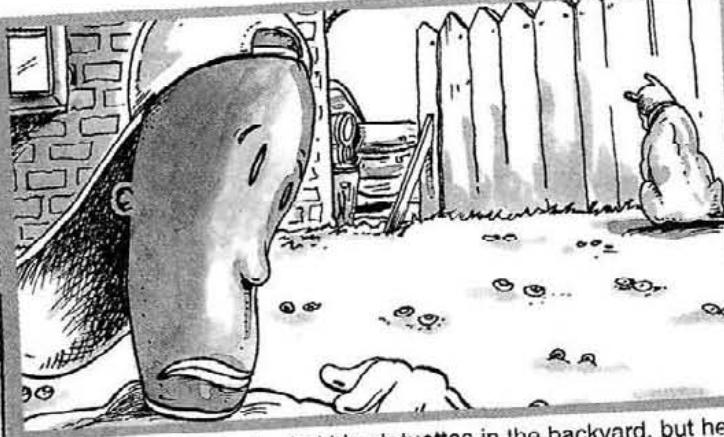
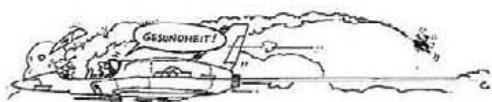




THE SCHMUCKS STOP HERE DEPT.



**JENKINS** has a special cabinet in his living room to display his assortment of Hummel figurines.

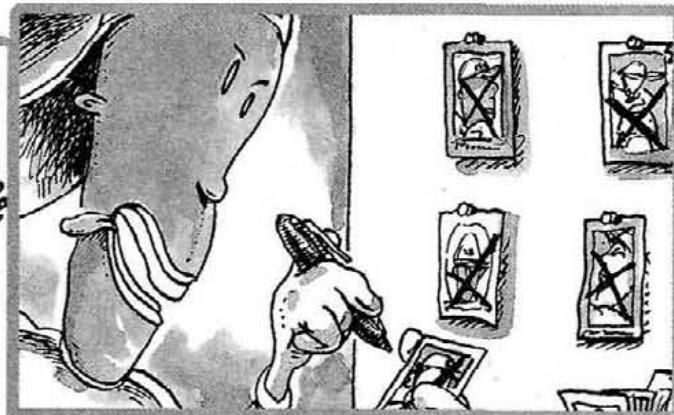


**MELVIN** long ago buried his statuettes in the backyard, but he can still feel their little ceramic eyes staring...Staring...STARING...

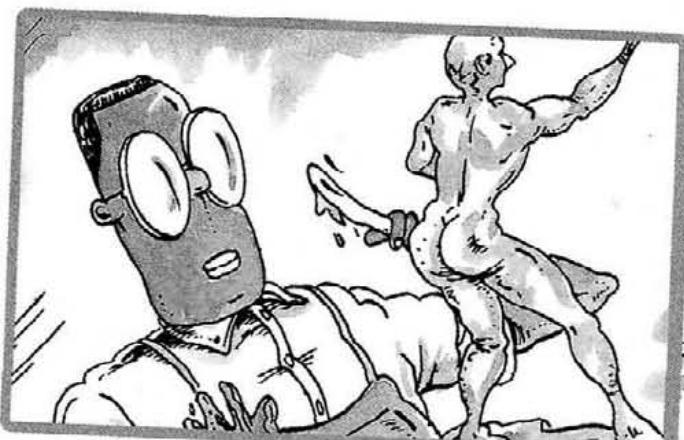
# Melvin &



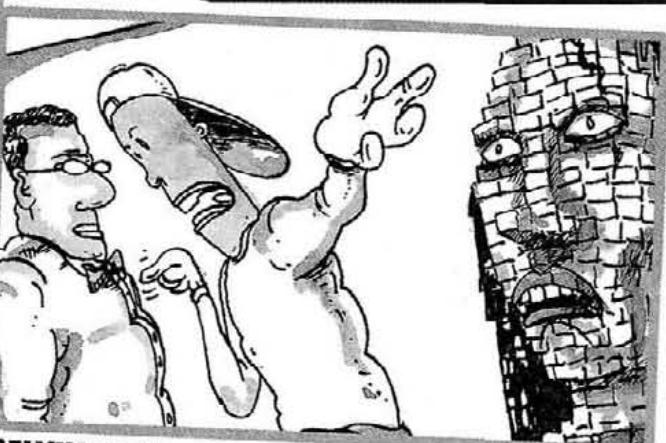
**JENKINS** sometimes looks through his old baseball cards and relives the thrills the players have given him over the years.



**MELVIN** lessens the mint book value of his baseball card collection with his habit of drawing thick black X's on the faces of every player who dies.



**JENKINS** is no Rodin, but his clay sculptures get better and better with practice.

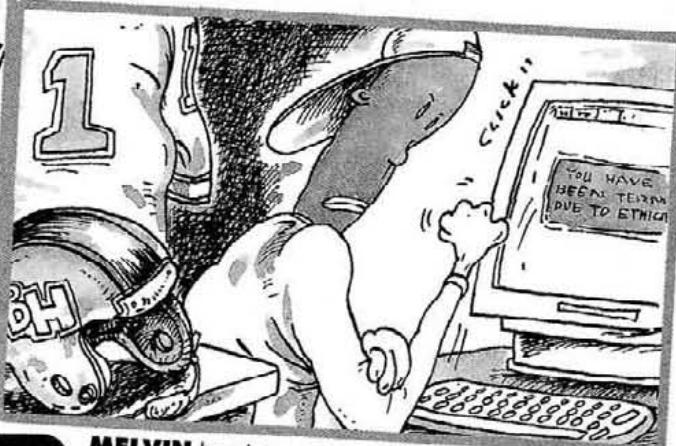


**MELVIN** angrily curses the uncultured boors at the museum who refuse to display his all-Lego sculpture of Marilyn Manson.

## Guide to

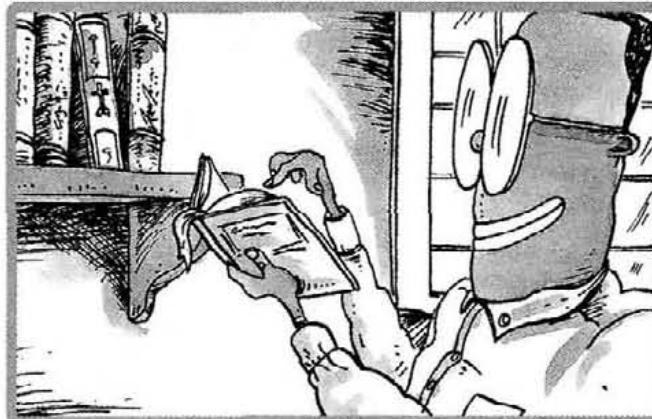


**JENKINS** can often be found on ebay.com, shopping for that once-in-a-lifetime find.



**MELVIN** has been kicked off the online auction service 15 times, most recently for attempting to sell a forged religious heirloom purporting to be Jesus Christ's high school football helmet.

## Jenkins'



**JENKINS** has one shelf in his home devoted to his collection of vintage first editions of great books.

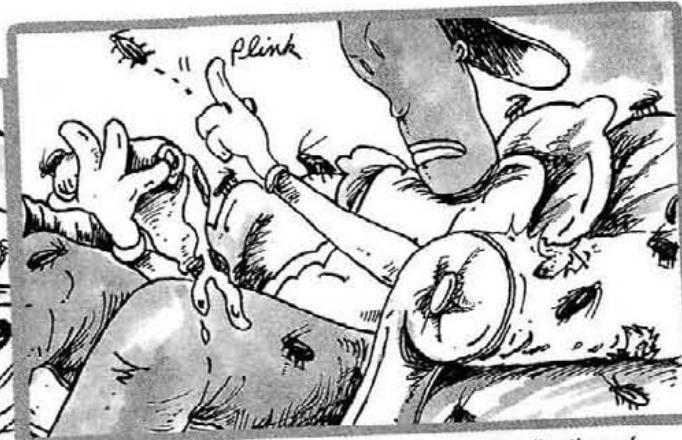


**MELVIN** measures the wobble under his kitchen table, walks into the antique bookshop and says, "Gimme about three inches of Tolstoy!"

## HOBBIES



**JENKINS** carefully pins his collection of exotic butterflies, and displays the most beautiful specimens under glass.



**MELVIN** also hosts a large personal collection of insects...but it's not exactly what you'd call a "hobby."

If you've ever watched VH1 for more than, oh, 10 minutes, you've seen one of its irritating *Behind the Music* specials — one-hour "rockumentaries" looking back on the fast times and high life of some washed-up music star. At first glance, they seem like painstakingly researched, carefully written shows. But watch a couple of them, and you'll start to notice that no matter who the show is about, every subject's story is eerily similar to everyone else's. It's as if each episode were being written from...

# MAD's All-Purpose Cliché Script for

VOICE OVER: Even when (ROCK STAR) was a child, there was something that separated (HIM/HER) from the rest.

\*\*\*

UNKNOWN (HE/SHE) always wanted to be the center of attention. We all knew FAMILY FRIEND: right then that (ROCK STAR) would leave (HIS/HER) mark on the world.

\*\*\*

VOICE OVER: (ROCK STAR)'s stormy teen years provided much of the inspiration for lyrics that would one day address the angst, insecurities and uncertainties of a future generation.

\*\*\*

FORMER HIGH SCHOOL In high school, (ROCK STAR) just felt alienated from everyone — parents...peers...even members of the opposite sex. But looking back, I BOY/GIRLFRIEND: think that alienation made fertile ground for (HIS/HER) creative seeds.

\*\*\*

VOICE OVER: Despite the lack of support from (HIS/HER) family and the overwhelming odds against success in the competitive music industry, (ROCK STAR) was prepared to face the struggle head on.

\*\*\*

VOICE OVER: Just when it seemed all hope was lost, (ROCK STAR)'s long-awaited first opportunity came knocking.

\*\*\*

SOME RECORD GUY: When I first 'eard (ROCK STAR)'s demo, I knew (\*E/SHE) had something out of the ord'nary. I thought, "Who is this (GUY/GIRL)?"

\*\*\*

ROCK STAR: I couldn't believe it. After all the lonely nights, missed meals and weeks without a paycheck I finally landed at number 17 on the Billboard charts. Here's me (ROCK STAR), the awkward (BOY/GIRL) from the mean streets of (ROCK STAR'S HOME CITY), and now I'm a star...literally overnight.

\*\*\*

VOICE OVER: But all (HIS/HER) time on the road, coupled with the demands from promoters and the record company, was beginning to take its toll on (ROCK STAR)'s marriage.

\*\*\*

VOICE OVER: As (ROCK STAR)'s fame skyrocketed beyond (HIS/HER) dreams, every form of pleasure fell easily within (HIS/HER) reach.

\*\*\*

SOME ROADIE: There was a lot of sex. Let me just say that — there was a lot of sex. I mean, any (WOMAN/MAN) was at (HIS/HER) fingertips.

\*\*\*

ROCK STAR: I'd roll into town for the concert and I couldn't even get to my hotel room without bodyguards. There were (GIRLS/GUYS) swarming me at every turn. It was crazy. It was really cool at first, but after awhile...I'm just a human being, man."

\*\*\*





# Behind The Music

ARTIST: RICK TULKA

WRITER: JOHN BIEDERMAN

REINVENTION  
#  
97,635



**VOICE OVER:** Always in constant supply was alcohol - and drugs.  
\*\*\*

**ROCK STAR'S** At first it was just one big party, you know? We had some  
**SECOND** crazy times, man. We didn't think about tomorrow, we were  
**BASS PLAYER:** having too much fun.  
\*\*\*

**VOICE OVER:** Constant media attention, coupled with the temptations brought  
on by the seemingly always present groupies, began to take its  
toll on (ROCK STAR)'s third marriage.  
\*\*\*

**VOICE OVER:** On the outside, (ROCK STAR) had everything one could ever want.  
But on the inside, he/she was trapped in a personal hell brought  
on by drugs and alcohol.  
\*\*\*

**ROCK STAR:** Those were tough times. It became harder and harder to top my  
previous success. It used to be my dream to be in the spotlight,  
and all of a sudden I couldn't get out of it.  
\*\*\*

**VOICE OVER:** (ROCK STAR)'s depression over declining record sales, coupled  
with the increasing hold drugs and alcohol had over (HIS/HER)  
life, began to take its toll on (ROCK STAR)'s fifth marriage.  
\*\*\*

**ROCK STAR'S** (HE/SHE) wasn't the same person anymore. (ROCK STAR) was  
**FORMER** exhausted from life on the road and felt that the industry was  
**BEST FRIEND:** ignoring (HIM/HER). Finally, (ROCK STAR) called me one day and  
said, "I'm taking a break, man. I have to find the individual  
who's been lost for years on a rock and roll roller coaster."  
\*\*\*

**VOICE OVER:** Something inside (ROCK STAR), however, couldn't keep (HIM/HER)  
out of the spotlight for long. When (ROCK STAR) played the first  
night of (HIS/HER) comeback tour, the critics listened and the  
record company executives crossed their fingers. But one thing  
was clear: (ROCK STAR) was back.  
\*\*\*

**VOICE OVER:** Today, (ROCK STAR) leads a life that bears little resemblance to  
the years that most will remember (HIM/HER) by. (HE/SHE) has  
n't touched drugs in years and all those groupies have been  
replaced by his sixth (WIFE/HUSBAND) and love of (HIS/HER)  
life, (SPOUSE'S NAME).  
\*\*\*





# Monty's and...



THE NEXT DAY...



# THE LAWSUIT

Watch out Ally McBeal and Judge Judy! Our hero is about to take the witness stand. Prepare for disorder in the court.

ARTIST: BILL WRAY

WRITER: ANTHONY BARBIERI





# THE LIGHTER SIDE

## PREPAREDNESS

ARTIST AND WRITER: DAVE BERG



## CURRENT EVENTS



## JUSTICE

You again!? Listen, today's my birthday! Give me a present and just plead "Guilty," okay?



## PRIORITIES



## COMPLIMENTS



## TECHNOLOGY



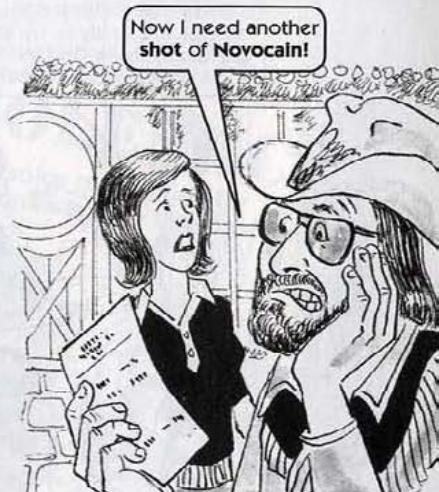
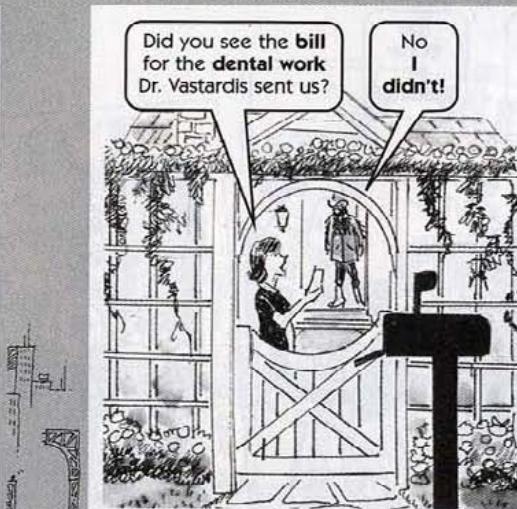
## THERAPY



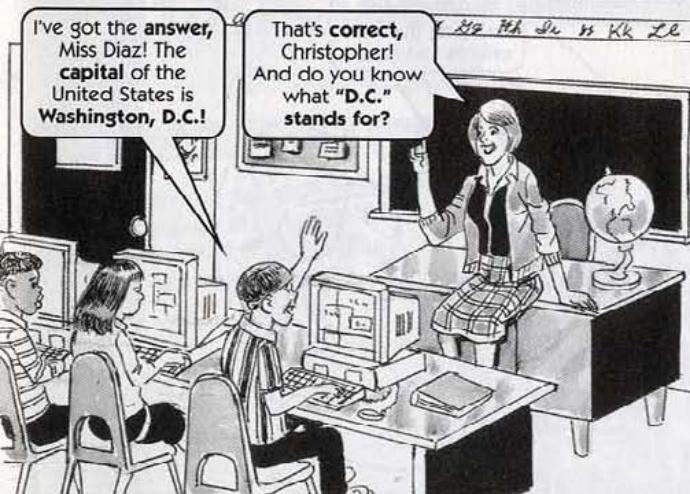
## RELATIONSHIPS



## FINANCES



## EDUCATION



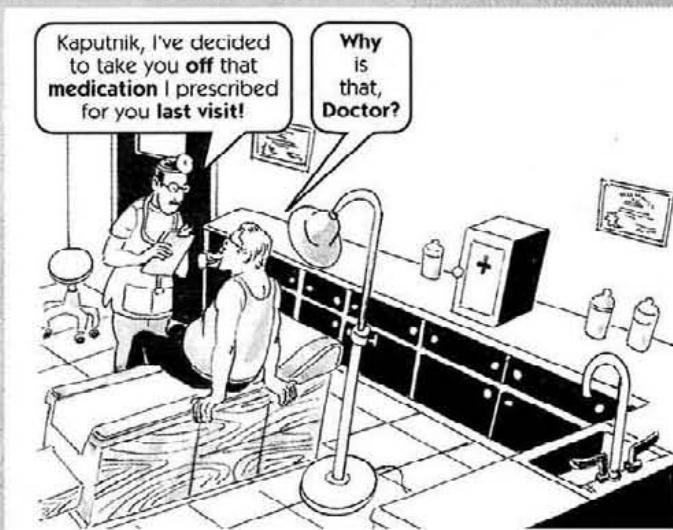
# THE OFFICE



## APPRECIATION



## DOCTORS





In this age of information, we're constantly bombarded by data which we blindly accept as fact. But even the most seemingly straightforward of factoids can be manipulated to fool you! Luckily, when the world conspires against you, MAD is here to help by pulling back the curtain, letting the truth shine in, and revealing the difference between . . .



## HALF FACT

Every ten seconds the human population increases by 26 people.

(Forbes ASAP 11-30-98  
Universal Moment pull out)

## WHOLE FACT

And at least 25 of them are already tired of Ricky Martin.



## HALF FACT

The phone number for the White House is 202-456-1414.

(Washington DC Phone Book)

## WHOLE FACT

There is no voice mail option for "I'd like to have phone sex with the President."



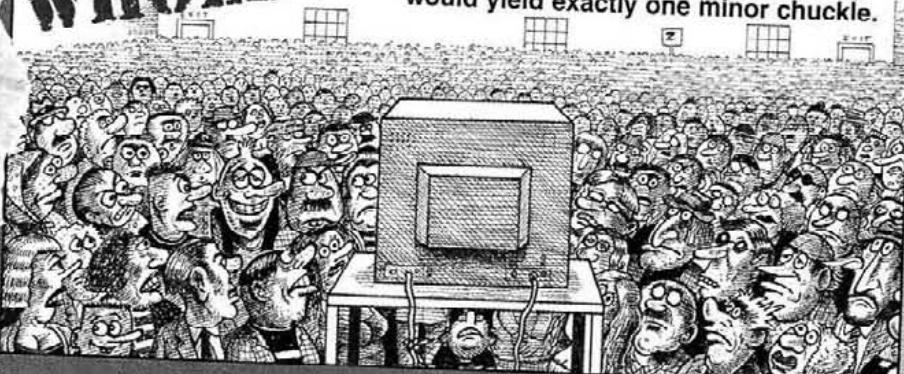
## HALF FACT

People laugh 30 times more often when they are in a group than when they are alone.

(US News & World Report 4-19-99, article on humor consulting for business)

## WHOLE FACT

Viewing "Veronica's Closet" with all of Westchester County would yield exactly one minor chuckle.





## HALF FACT

15% of young people  
6-19 years old have  
signs of hearing loss.  
(US News & World Report 4-26-99 page 68/Journal  
of the American Medical Association)

## HALF FACT

25% of bottled water  
is packaged tap water.

(US News & World Report 4-12-99 page 63/  
National Resources Defense Council)

## WHOLE FACT

The rest are just ignoring you.



## WHOLE FACT

25% of bottled water drinkers are suckers.



## HALF FACT

27% of people admit to  
dozing off while driving.

(Business Week 5-3-99)

## WHOLE FACT

100% of people admit to dozing  
off while watching CBS Monday.



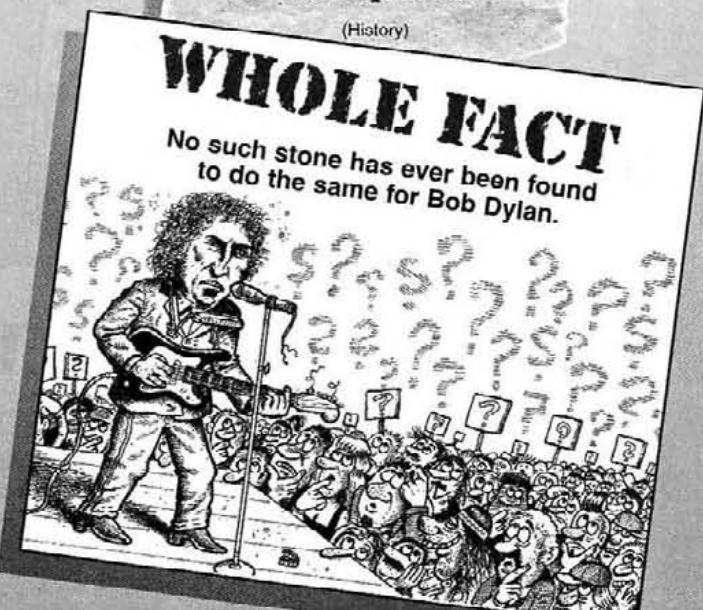
## HALF FACT

In 1799, the Rosetta  
Stone was discovered,  
enabling Egyptian  
hieroglyphics to  
be deciphered.

(History)

## WHOLE FACT

No such stone has ever been found  
to do the same for Bob Dylan.



## HALF FACT

One tenth of all men between 30 and 34 still live with their parents.

(New York Daily News 4-18-99/US Census Bureau)

## WHOLE FACT

100% of their parents wish they'd move out.



## HALF FACT

One third of all adult Americans are overweight.

(Center for Disease Control)

## WHOLE FACT

Another one third are women who only think they are.



## HALF FACT

Bill Gates has enough money to give \$6.70 to every person on the planet.

(Upside, 11-97, Bill Gates Net Worth Web Page)

## WHOLE FACT

He won't.



## HALF FACT

There are 9,000 public libraries in the U.S.

(Statistical Almanac of U.S. page 203)

## WHOLE FACT

Not one of them employs a librarian who looks like a model when she lets her hair down, like on TV.



## HALF FACT

Using linear induction motors, new roller coasters can accelerate from 0 to 70 mph in less than four seconds.

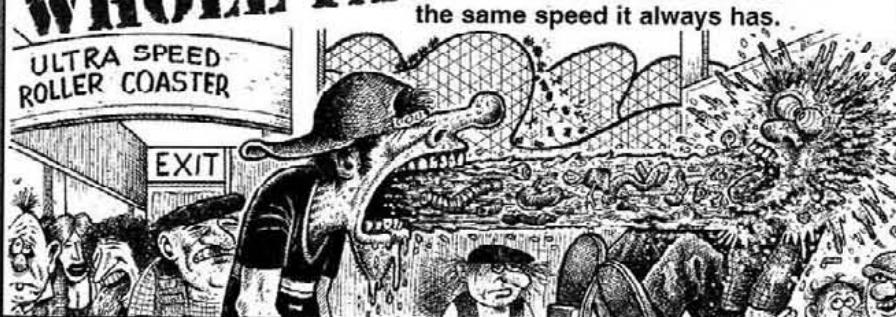
(Business Week 4-12-99)

## WHOLE FACT

Vomit still comes out at the same speed it always has.

ULTRA SPEED ROLLER COASTER

EXIT





BEHIND THE EDUCATE BALL DEPT.

BESIDES GETTING YOU AN OCCASIONAL DAY OFF FROM SCHOOL, HAVE YOU EVER REALLY THOUGHT ABOUT TEACHERS' CONFERENCES? YOU PROBABLY THINK THEY SPEND THE WHOLE DAY DISCUSSING THE DEWEY DECIMAL SYSTEM AND LEARNING THE LATEST FIRE DRILL TECHNIQUES. NOT SO! THAT'S WHY IN AN UNPRECEDENTED ACT OF INVESTIGATIVE JOURNALISM, THE USUAL GANG OF DROPOUTS AT MAD NOW RIP THE LID OFF THE TEENING CESSPOOL, STRIP BARE THE SEAMY UNDERBELLY AND SHED WARM, NURTURING SUNLIGHT ON...

# WHAT REALLY GOES ON AT THOSE TEACHERS' CONFERENCES!

A READING FROM AMBER, IN A LETTER TO DAWN: "THIS CLASS IS LIKE SOOOO LAME! LET'S LIKE LEAVE AT LUNCH AND LIKE DO THE MALL! I LIKE SNAGGED MY MOM'S VISA, SO LET'S LIKE MAKE IT A GAP-A-THON!"



They gather for their semi-annual reading of confiscated notes.



A bunch of them just cut the conference altogether, sneak off to the bathroom and light up.

MY NAME IS ROY PETRIE...OR, AS THE KIDS CALL ME, "OL' PEE STAIN PETRIE"....

HELLO, ROY!



They join in support groups to help them better cope with hurtful nicknames.



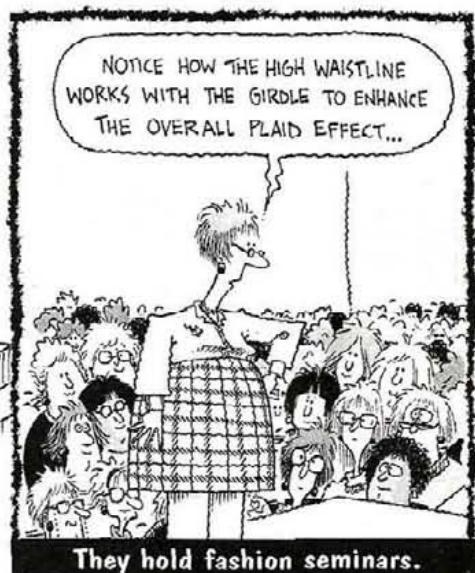
They let down their hair and do adult versions of their favorite science experiments.



They get together to coordinate pop quizzes for maximum student stress.



They employ role playing seminars to perfect their Good Hall Monitor/Bad Hall Monitor techniques.



They hold fashion seminars.



They attend student communications workshops.



They tap a keg, crank up the tunes and get to know each other better.

DIAL

**10-10-10-10-10-10-QZZ**

**AND SAVE UP TO .05%**

(Save even more if you're really bad at math!)

- NO switching. NO sign-up. NO fees. You just commit to paying our simple monthly enrollment charge for the next three years!
- Your calls cost as little as 6 cents a minute. (The 31st and 59th minute of each call is only 6 cents! Every other minute is \$2.50, plus a \$2.99 dial tone charge per call.)
- Save on International calls! (Additional fees for International calls outside the Continental U.S.)
- For International calls dial 10-10-10-10-10 + the country code + the area code + the local number and then talk to a foreign operator who doesn't speak a word of English. Get frustrated and hang up. Dial 10-10-10-10-10 + the country code + the area code + the local number and again talk to a foreign operator who doesn't speak a word of English. Get frustrated and hang up again. Send overseas pal a letter and REALLY SAVE BIG!!
- State, local and federal taxes apply. Plus a celebrity surcharge. Believe us, even B-level celebrities like John Lithgow, Keenan Ivory Wayans, David Arquette, Arsenio Hall and Kevin Nealon don't work cheap!
- To take advantage of 10-10-10-10-10-QZZ you must have a phone with Q and Z buttons. We supply them for only \$299.99! Use our easy "two payment" plan. Pay \$299 when your phone arrives and 99 cents three days later. There is NO INTEREST CHARGE!!!

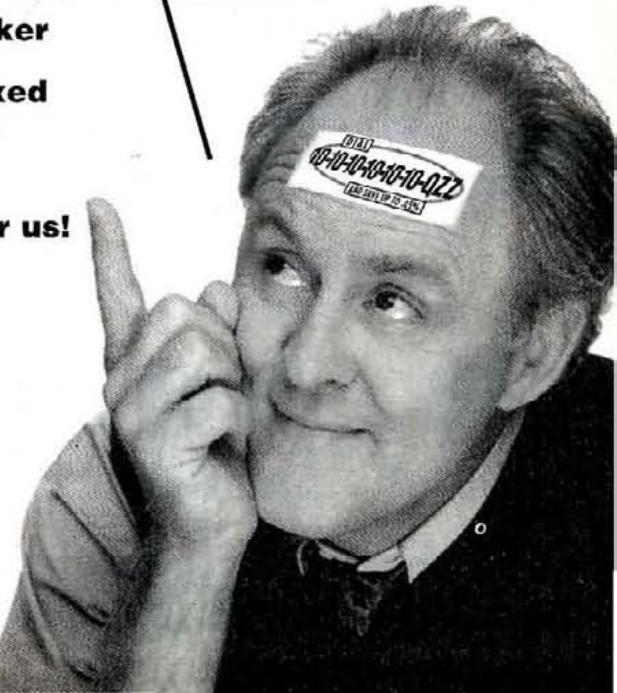
*Who knows more about quality long distance service than me, a sitcom actor who plays a guy from another planet?*

DIAL  
**10-10-10-10-10-10-QZZ**

AND SAVE UP TO .05%

(Save even more if you're really bad at math!)

Remove this sticker  
and have it  
permanently affixed  
to your forehead.  
That way you'll  
be a walking  
advertisement for us!



### Great 10-10-10-10-10-QZZ Savings!

10-10-10-10-10-QZZ call	AT&T call	Savings over AT&T
<b>\$39.50</b>	<b>\$395.00</b>	<b>90%**</b>

\*\* (Ten minute local 10-10-10-10-10-QZZ call vs. ten-hour overseas AT&T call.)

**Telecon★USA Who says talk is cheap?™**

WRITER: DICK DEBARTOLO

In the summer of 1999, ABC introduced a new concept in television. It was fresh...it was innovative...it was 42 years old! A big-money quiz show that brought back its contestants night after night! But the show was only on TV for two weeks, then it was gone — a schedule



that would make even *Suddenly Susan* watchable! Er, maybe not...not unless *Suddenly Susan* added the other element of this hit series — paying out a million bucks to some lucky putz! Because, let's face it, sitting home on their Cheeto-stained couches, even...

# BOOBS WANT TO BE A MILLIONAIRE

LAST NIGHT! On *Boobs Want to Be a Millionaire*!

We asked our usual eight questions in half an hour! Rhesus Pillbin shouted erratically and inappropriately! We blasted the annoying music every 12 seconds! And the studio lights got turned on and off more often than the bulb in Rosie O'Donnell's refrigerator! Tonight, 10 new contestants will compete for **ONE MILLION DOLLARS!** And now your host, the luckiest bastard in show biz... Rhesus Pillbin!

Hello! And WELCOME to another night of *Boobs Want To Be a Millionaire*, the show that rewards people who prove that **THEY** possess unique SKILL and knowledge! Whatever that means!

LAST night, we said goodbye to Rob Westervelt, who LEFT with \$16,000! Unfortunately for Rob, he called our 1-800 contestant line OVER AND OVER from his work number to make it on the show, and when his BOSS checked the monthly phone log, Rob got FIRED from his \$45,000-a-year job!

BEST of luck to you, Rob!



HALL GREN

Let's meet our new contestants! From CLEVELAND, OHIO, Robert D'Esposito!

From NORTHAMPTON, MASSACHUSETTS. Doug Bouchard!

From LOUISVILLE, KENTUCKY. Kevin Hordern!

From TALLAHASSE — ah, screw it! Nobody CARES! Nine of you are really named "Adios Pete"! Let's GO to the question!



ARTIST: GARY HALLGREN

WRITER: DESMOND DEVLIN

FASTEST person to put the four answers in their **CORRECT** order gets to play! The others all slink home in disgrace and **WHINE** to their friends. "Oh, uh, the stupid **BUTTONS** didn't work right!" CONTESTANTS! Put these **LETTERS** into alphabetical order! A) A; B) B; C) C; D) D!



And our fastest player WAS...Dom Grillo! Dom, we'll see if you can WIN A MILLION DOLLARS, right after we go over the rules for ANYBODY who MIGHT'VE only been watching this show for the last 11 seconds!

EACH correct answer moves you up ONE LEVEL, where the questions get harder! Of course, with the idiotic questions we START OFF with, they HAVE to get harder! The money doubles each round, EXCEPT when we round off from \$64,000 to \$125,000! That's so we don't have to call this show *Boobs Want To Be a \$1,024,000aire!*

Rhesus, you've gone over the rules 15 times in the last five shows! Why don't you just say, "Answers equal money, until you mess up"? It's not exactly a tough format to figure out!

Hey, we're shelling out dough by the BARREL here! Re-reading the rules for every contestant SAVES us 50 grand a night!

ROBERT D'ESPOSITO  
DOUG BOUCHARD  
KEVIN HORDERN  
MAX KORN  
JOE ONORATO  
DOM GRILLO  
PETE VASTARDIS  
MORT FENSTER  
SEAN FARRELLY  
MAGGIE HEAMON

8.08  
—  
12.66  
6.66  
4.15  
—  
9.33  
—  
10.05

Ye Olde Rules

- I. THOU SHALT NOT KILL ... TIME.
- II. THOU SHALT NOT MENTION THIS SPONSOR'S COMPETITION.
- III. THOU SHALL COMMIT BUFFOONERY AND GREED.

First question: What's something you might wear on your HEAD? Is it A) Pancreas; B) Windshield wiper fluid; C) electron microscope or D) hat?

Well, Rhesus, that's right up my alley! It was cold this morning. And my wife said, "Isn't your head cold?" And I said, "It IS kind of cold. And I don't want my head to be cold. What can I do to keep the coldness off?" Well, I knew that an electron microscope wouldn't work, because my brother is a professor at Caltech, and despite the warm weather, he keeps getting the sniffles. So, I suggested vitamins, and he said —

Just say "hat"! We've got a LONG ride ahead of us!

MILK THE MOMENT!

Okay, um, my final answer is "D," Rhesus!

Is that your FINAL answer?

Are you confident?

Your absolutely FINAL final answer?

So then you're saying "D" is your lasty-nasty, TROOLY-OOLY, fee-fi-fo-final answer?

Your podium doesn't come with a breathalyzer, does it?

Yes, it is.

Yes, my final answer is "D"!

Cue arc lights! Camera One, SWOOP across the studio! GO, GO, GO! Faster! Music on ALL channels! Camera Three, zoom in HARD!

Wow, I never knew television directing was such hard work!

Yeah, anything to distract viewers from realizing this entire show is two people sitting in chairs!

HERF LIES TASTE, INTELLIGENCE & ORIGINALITY.





Who developed a specific maneuver to help victims of gagging and choking?

- A) Shaquille O'Neal on the free throw line
- B) Theater owners who were showing *Waterboy*
- C) Porn star Linda Lovelace, for professional reasons
- D) Dr. Henry J. Heimlich

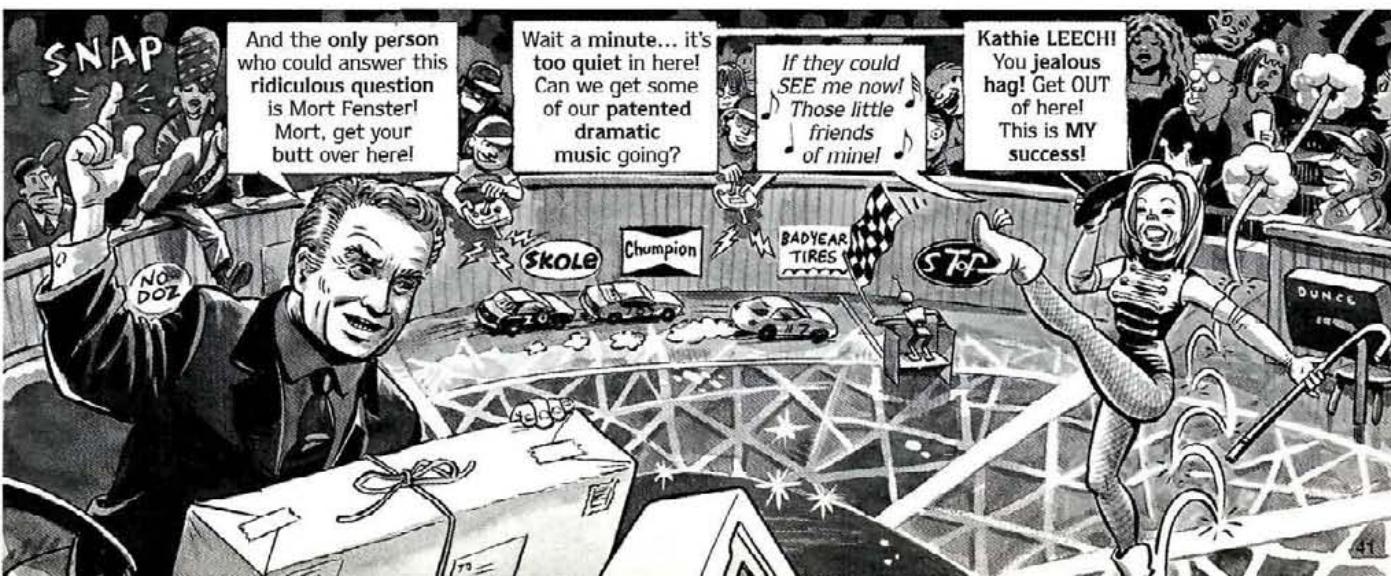


I don't want to play! I just wanted to get on TV! I've been on a show since 1993, yet no one knows who I am! But these computer programmers who live in their moms' basements come on this show for 10 minutes, and they're nationwide stars! I'm famous, dammit! \*Sob!\* I'm...famous...



List the FOLLOWING movies in order of Marlon Brando's underpants size, from LEAST humongous to MOST:

- A) *Apocalypse Now*
- B) *The Island of Dr. Moreau*
- C) *Guys and Dolls*
- D) *The Godfather*



## 2 Boring Minutes Later

Back to the show! I'm sorry, Mort, but the answer is "A"! And you're reduced to \$32,000!

Oh well! Easy come, easy go!

Wow! HOW can you be so calm, after LOSING \$218,000 in 45 seconds?

Simple! I've been doing on-line Day Trading since July!

LIPA ROZ

Well, I'm sorry to see Mort go! I'd cut a secret deal with him under the table to SELL him the million dollar answer for \$100,000! Still, this show has now GIVEN AWAY over three million dollars of ABC's MONEY! And ABC hasn't tossed THAT much cash away since they set up a nationwide OPINION POLL to determine whether or not Miss America viewers wanted to keep the sexist swimsuit competition! Uh, DUH!



### NEXT question for the Parade of Human Oddities!

Er, I mean, contestants! Put the following special-interest campaign contributors in ORDER! Starting from who currently owns the LARGEST PERCENTAGE of Al Gore's SOUL to who owns the smallest! A) Big tobacco; B) Chemical waste cartels; C) Health care conglomerates; D) The People's Republic of China.

4 GAGS DAD!

DADGER

BURMA SHAV

And our winner is MAGGIE HEAMON! And what do YOU do for a living, Maggie?

Rhesus, should any sentient being be defined in this society by what they do eight hours a day? For what of the other 16 hours? Do not turbulent dreams and inner longings have equal if not greater value? What, indeed, is living? Is it purely a function of

Just GIVE us your freakin' JOB!

I work at a dry cleaners!

ZERTHED

STOP STARING AT CLEAVAGE...

What would YOU do with ONE MILLION DOLLARS?

I'd buy me one million scratch-off lotto cards, and parlay it into some REAL money!

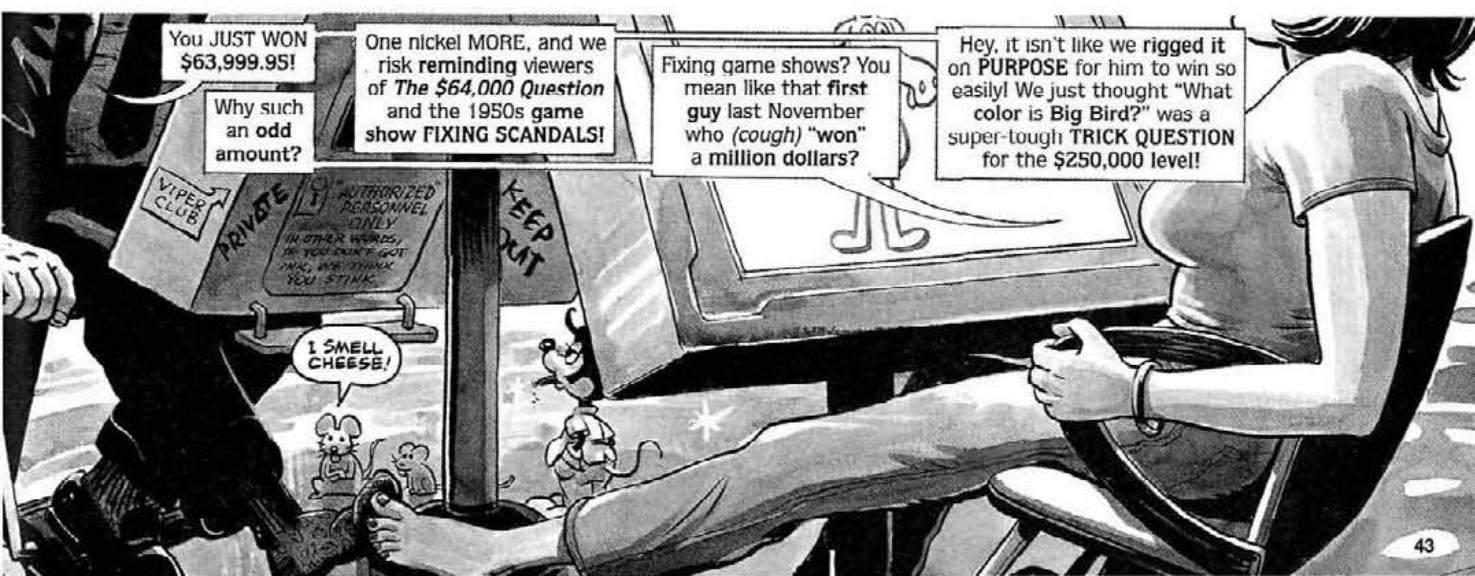
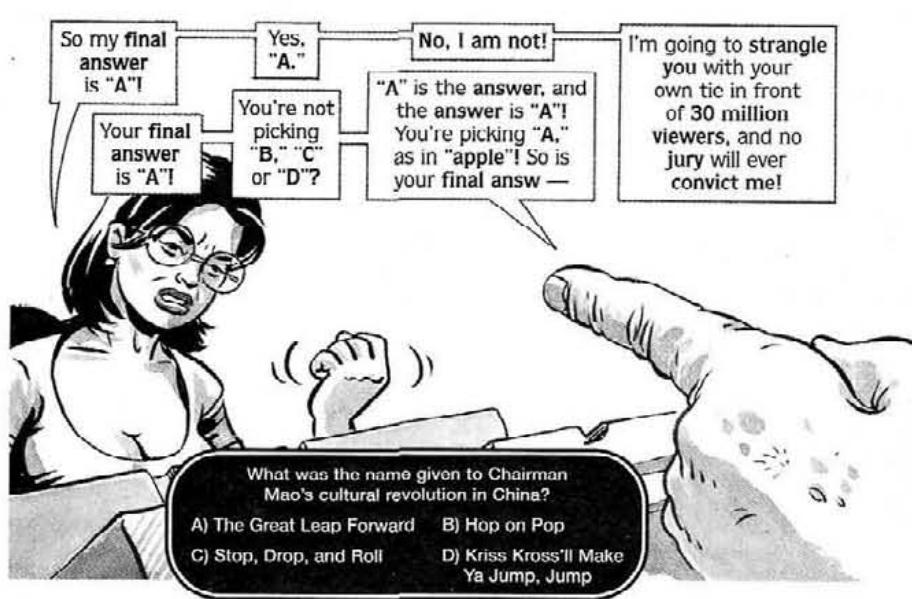
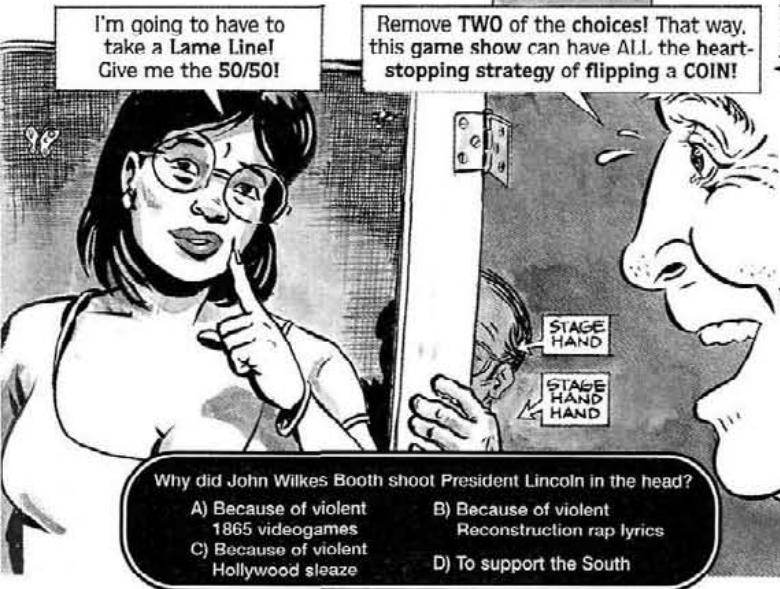
ONE MILLION DOLLARS! You're just 14 questions away from ONE MILLION DOLLARS!

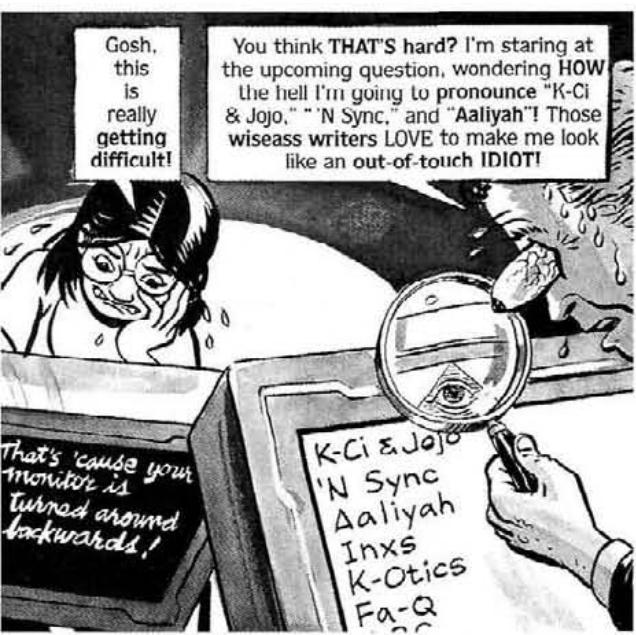
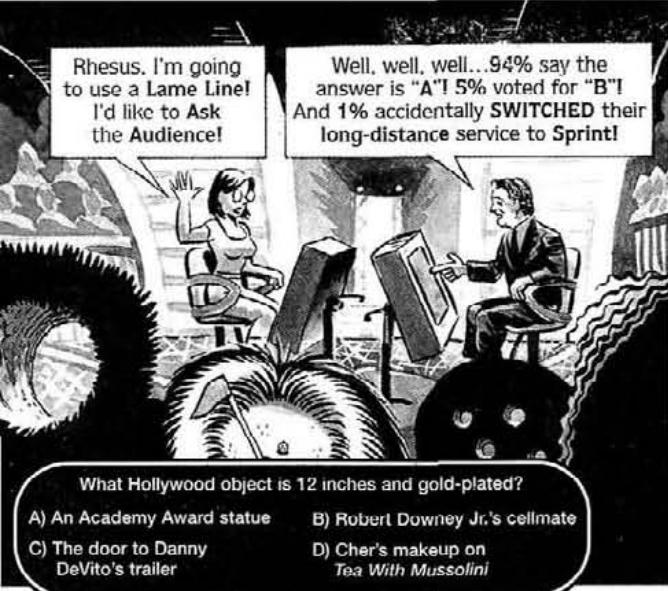
Why do you keep shouting "ONE MILLION DOLLARS"?

So viewers don't notice that eight out of 10 contestants walk out of here with 32,000 bucks, tops!

ROPS YINS

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WITH EVENING AND WEEKEND CLASSES!**

The people who help you waste \$59  
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dollar endtable you got at a yard sale.

Spring

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# The Spending Annex

## ADULT EDUCATION CENTER

*“The more you spend the more we earn.”—Anonymous*

CLEANING YOUR COLON WITH FENG SHUI • **HOW TO USE A HAMMER** • OPERATING A TELEVISION SET IN THE 21ST CENTURY • A WALKING TOUR OF NEW YORK CITY'S BURNING GARBAGE CANS • GREEN CARD FORGERY • **LEARNING FRENCH THE GERMAN WAY** • HOW TO BE ASSERTIVE WITHOUT ANYONE KNOWING • **AN EVENING WITH TED DANSON'S HAIR PIECE** • 10 EASY STEPS TO EFFECTIVELY DISSUADE MORMONS • **ARE YOU PSYCHOTIC?** • HOW TO FRENCH KISS EVEN WHEN YOU DON'T HAVE A TONGUE • **YODELING FOR STUTTERERS** • STUTTERING FOR YODELERS • **EARN TOP DOLLAR AS A DEPARTMENT STORE MANNEQUIN** • HOW TO FIND YOUR BATHROOM • **MAKING THE MOST OF CONJUGAL VISITS** • BALLOON MANAGEMENT • **HOW TO SUCCESSFULLY HIDE IN LATIN AMERICA** • HOW TO PICK UP DWARVES • **TURNING YOUR SPARE ROOM INTO A CHOP SHOP** • SHOW THE WORLD YOU'RE A BASTARD • **THE ART OF THE BOMB SCARE** • HOW TO WRITE A SENTENCE IN THREE WEEKS OR LESS • **FINDING PORNOGRAPHY ON THE INTERNET** • HOW TO TALK LIKE GEORGE "MR SULU" TAKEI • **PREPARING FOR Y3K** • BOATING FOR HORSES • **A SURPRISING EVENING WITH THE GUMBEL BROTHERS** • CHANGING CAREERS ON YOUR DEATHBED • **HOW TO PUBLISH YOUR RANSOM NOTE** • BEGGING YOUR WAY TO THE TOP • **WHERE TO MEET WEST VIRGINIANS** • ELIMINATING CONSONANTS FROM YOUR LIFE • **AN EVENING WITH JOAN RIVERS** • SCRAPING THAT STUFF FROM THE CAB OFF YOUR PANTS •

# How to Mismanage an Apartment Building at the Expense of its Tenants!

*With incompetent resident manager DIPHTHONG BABAGANOOSH-SMITH and slumlord SHAH FALAFEL*

How would you like to live rent-free in an overpriced, rundown apartment complex? You can, and our two experts on residential income properties will show you how, by teaching you what greedy property owners look for when hiring their legally-required on-site building managers. You'll learn how to use such phrases as:

- "No one else is complaining that there's no hot water. You must be mistaken."
- "There's no rat on your balcony! That thing is probably a cat!"
- "You must get rid of the cat on your balcony. You are in violation of your lease!"
- "Yours is the only garbage disposal we ever have to fix! What are you putting in there?!"
- "You're the only tenant who complains about cockroaches! Do you never clean your apartment?!"
- "We're not calling the plumber or the exterminator. We suggest you lure the cockroaches into the drain, let them eat whatever is clogging the garbage disposal and then turn it on."

As a resident manager working for the owner, it's your job to keep the turn-over rate high by steadily applying the "Four I's of Property Management:"

- **Intimidation** ("How dare you knock on my door during normal business hours!")
- **Indifference** ("No one else's kitchen is on fire. I don't know what to tell you.")
- **Ignorance** ("How was I supposed to know you were on vacation? I think your furniture's still in the alley.")
- **Irresponsibility** ("It's not my job.")

Additionally, you'll learn to:

- Always answer your phone with "I'm busy! I'll have to call you back!"
- Not call tenants back.
- Use your passkey to root through tenant's apartments when they're not home.
- Reply to every complaint with "No one else has mentioned anything..." despite the number of similar complaints you've heard.
- Sign for and keep tenant's deliveries and steal their mail.
- And much, much more!



*Diphthong Babaganoosh-Smith has been the resident manager of a 25-unit building in Los Angeles since 1995. He proudly regards the fact that he has been hanged and burned in effigy by his tenants as a testament to his success. Shah Falafel owns fourteen surprisingly decrepit buildings on Los Angeles' fashionable Westside, nine of which he hasn't stepped foot inside in over three years.*

Course 437	Westside
Sec. X	Sat. Jul. 10 11am-6pm
Sec. A	Sat. Jul. 17 10am-5pm
Sec. B	Sat. Aug. 14 10am-5pm
Course fee \$59 / Members	Course fee \$54

## No More High-Priced Escort Services! How to Find Free Love in Public Restrooms!

Tired of the singles bars? Tried the personal ads with no luck? Your favorite Japanese massage parlor permanently shut down? Maybe it's time for you to start saving time and money by looking for sex in the restrooms of your local park, mall or train station!

Retired businessman Walter Horn will show you how. Since becoming a widower in 1993, Horn has enjoyed an estimated 300 rendezvous in over 80 different bathrooms in the Baltimore area alone (with over 100 confirmed by police reports).

"Ninety percent of the excuses I hear is 'I'm not gay!'" says Walter. "Well, ya know what? I'm not either. But free sex is free sex. If you can get past that, you're on your way to some of the best times you've ever had in a filthy, unmaintained public toilet!"

Topics include:

- Sharpie vs. Marks-A-Lot: Which is the best marker for writing on bathroom walls?
- Initiating a conversation at the urinal
- Avoiding George Michael Syndrome: Staying off the police blotter
- Between You and Me: Dealing with the problem of bathroom stall partitions

Materials Fee: \$3



*Walter Horn was a respected advertising account executive for over 40 years. Since retiring, he's become an embarrassment to his friends and family who've had to bail him out of jail 12 times in the last two months.*

Course 494
Truckstop, I-95 Exit 84, 8 miles after Bell Ave.
Sec. C Sat. Jul. 10 10am-12pm
Sec. D Sun. Jul. 18 9-11am
Sec. E Sun. Aug. 15 11am-1pm
Course fee \$59 / Members Course fee \$54

**Last  
Chance**

Due to  
Lack of  
Interest

## **An Evening With Native American Naomi Running Elk**

**B**orn and  
Braised in the  
Minnow tribe  
located in a  
trailer park  
within the  
Kamada reserva-  
tion in  
Monsey, New  
York, Naomi  
Running Elk is  
the epitome of  
today's inde-  
pendent Native  
American  
woman: noble, spiritual and strong-willed  
— but not so strong-willed as to turn down  
a couple hundred bucks to stand in front of  
a bunch of ignorant white folks and talk  
about her rich heritage.

Running Elk is a wealth of Native American knowledge:

- The spiritual legacy of the modern American Indian as pieced together from things she saw on TV on *Grizzly Adams*, Public Service Announcements against littering, *F-Troop* reruns and Mazola corn oil commercials
- Where to buy those little Indian dream-catcher-thingys everyone has dangling on their rearview mirror these days
- How to make your own totem pole by taping together and painting empty oatmeal boxes

Plus, you'll be there when Naomi tells you about her recent journey for spiritual fulfillment across Mother Earth via I-95 to the Mohegan Sun Casino in Uncasville, CT for a weekend of the loosest slots this side of Atlantic City!

Course 3665 North Campus  
Sec. F Sat, Aug. 14 6 10pm  
Course fee \$59 / Members Course fee \$54

## **An Evening With That Homeless Woman Who's Always Outside the Post Office Asking for Spare Change**

You've seen her there every time you go in to buy stamps or ship a package. Maybe you've given her a few coins, a half-eaten sandwich or perhaps just a dirty look. She's Dorothy, that homeless woman who's always outside the post office asking for spare change, and she's ready to answer your questions such as:

- Didn't you used to have two cats?
- Why don't you get a job?
- Didn't you used to have just one slipper?
- Do you know what the cut-off time is for Next Day mail?
- Where do you go when it rains?

## How to Write Dirty Limericks

If you feel the need to be creative with the written word, it's time to explore your raunchy side by writing dirty limericks! Discover how to meld exotic locales, descriptive terms for genitalia and unique fetishes or unfortunate sexual maladies into hilarious rhymes — the very same kind you've seen scratched on men's room partitions with a key!

Self-described dirty old man George Stroker is an expert in the field of filthy limericks, and in his experiential workshop, he'll demystify the process of writing them by explaining how to:

- Work ass-backwards: Starting with an amusing body part and building a rhyme around it
- Make celebrities part of the fun: How to work the names "Alan Funt," "Chris Hardwick," "Zasu Pitts," "Tom Seaver" and others into your creations
- Get beyond Venus: Avoiding overused, obvious rhyming words

Before retiring, *George Stroker* was an executive at Aer Lingus, Stussy and most recently, the Bellagio Hotel & Casino. He is the author of such books as *Here I Sit Broken-Hearted* and *There Was a Young Woman Named Dinah*. He currently lives in Nantucket.

If you've ever wondered just what exactly homeless people do in public restrooms for hours at a time or how to give yourself a complete sponge bath with a single Handi-Wipe found in the dumpster behind KFC, then this is the class for you! Bring your questions, as well as any empty cans or bottles.

*Dorothy has been on the streets for seven years. She is the mother of two thoughtless sons whom she nonetheless loves dearly, and who track her down once a year, alleviate their guilt by cleaning her up and taking her out for Christmas dinner and giving her a hundred bucks before turning her loose.*

Course 637 Westside  
Sec. J Sun. Aug. 29 7-10pm  
Course fee \$39 / Members Course fee \$34

## Writing TV Comedy

## **How to Rework the Unfunny and Rejected Seinfeld Spec Script You Submitted Two Years Ago to Fit a Sitcom That's Still in Production**

Just because *Seinfeld* went off the air in 1998 doesn't mean that the awful script you wrote needs to die, too. In this comprehensive workshop, industry expert Mike Hack will show you how to rework that script to fit any number of sitcoms that are still being produced.



## YOU'LL LEARN HOW TO:

- Use your word processor to go through and replace all the "Kramers" with "Moeshas"
- Fine-tune Elaine's dialogue so it's more feminine and better suits Jack of Will and Grace
- Substitute all references to sex with jokes about zits or gym class and submit it to any show in ABC's "TGIF" line-up

So what if you have no experience as a comedy writer, your script isn't even typed, you misspelled "Seinfeld" throughout it and you "borrowed" the plot from an episode of *Mr. Belvedere*? This doesn't mean that Hollywood shouldn't take you seriously!

**Mike Hack has had about as much luck as you've had writing for TV. He's submitted the same, identical, awful script to Suddenly Susan, Holding the Baby and two different failed Dabney Coleman shows. His experience within the industry includes going to a taping of Saved By the Bell, and seeing Ed "Al Bundy" O'Neill while rollerblading in Santa Monica.**





GRIEVING LAS VEGAS DEPT.

# MAD's CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars is going to land the leading role in "Macdeath"!

THIS MONTH'S CORPSE TO BE OR NOT TO BE:

ARTIST: HERMANN MEJIA  
WRITER: MIKE SNIDER

## GWYNETH PALTROW

### CAUSE OF DEATH

Catches pneumonia in skimpy Oscar night dress

### ODDS

2:1

Collapsed lungs from constant wearing of too-tight bustier costumes in period films she does

4:1

Blows away in 10 mph L.A. breeze

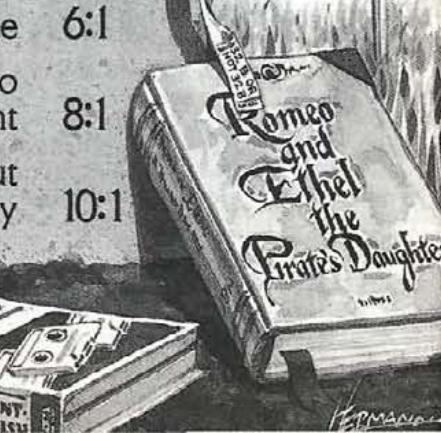
6:1

Chokes on own tongue trying to deliver dialogue in phony British accent

8:1

Killed by crazed orthodontists out of fear she'll make overbites trendy

10:1



WHAT HOT  
THING HAS  
GOT TEENAGE  
BOYS REALLY  
EXCITED?

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Manufacturers are always on the lookout to develop new products to entice teenage boys. The competition is fierce. There is, however, one thing that has recently popped up to capture the imagination of America's male youth like no other. To find out what this exciting thing is, carefully fold page in as shown.



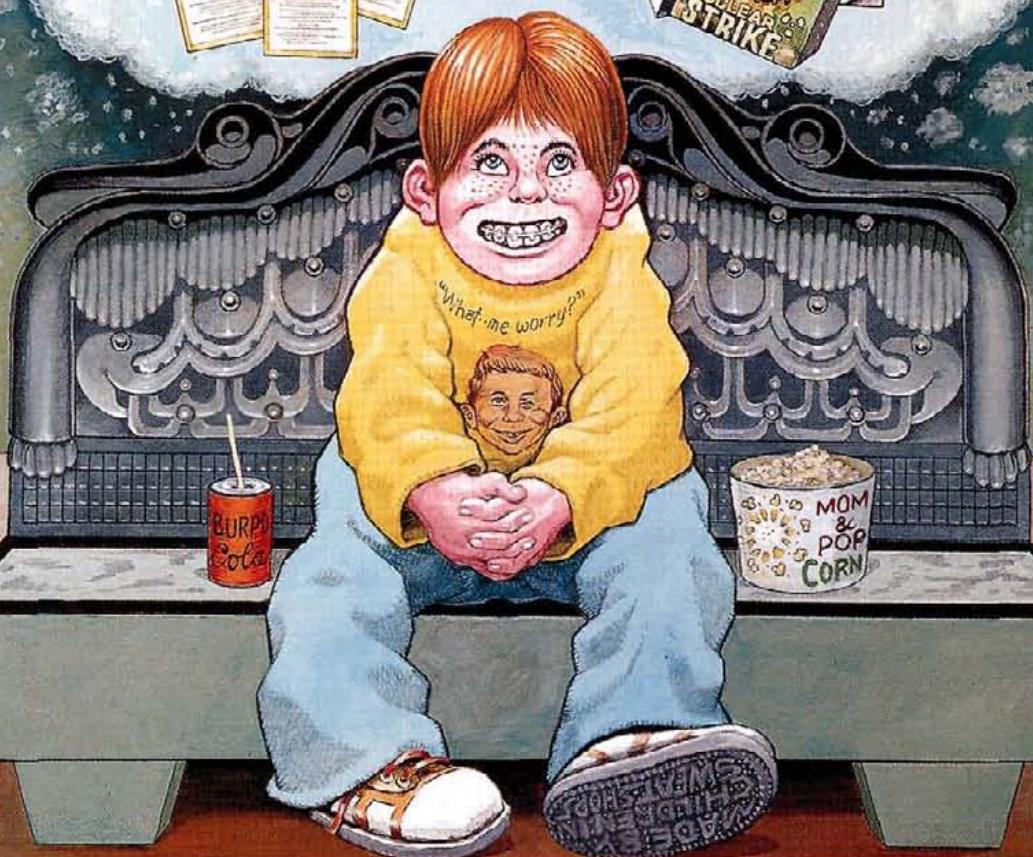
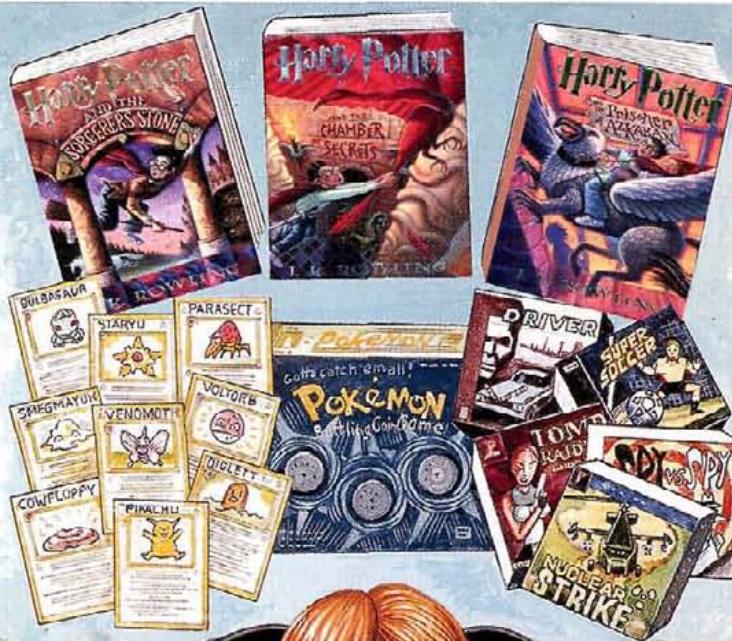
FOLD PAGE OVER LIKE THIS!

A

FOLD PAGE OVER LEFT

B

FOLD BACK SO THAT "A" MEETS "B"



IN PAST TIMES SIMPLE TOYS COULD HOLD A BOY'S INTEREST. BUT TODAY'S SOPHISTICATED YOUNGSTER NEEDS MORE STIMULATING STUFF. ONLY THE HOTTEST POSSIBLE FAD WILL DO. HE HAS VERY LITTLE CONCERN FOR HOW PARENTS AND TEACHERS FEEL ABOUT IT

A

B

ARTIST AND WRITER: AL JAFFEE

# DEAR & DEPARTED BENTSOME & HEDGES



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